

◆ Help ◆ Yourself!

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Help Yourself!

by

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MADE EASY"

IN FOUR PARTS

- 1 *Get Yourself a Beau*
- 2 *Get Yourself a Girl*
- 3 *Women Must Charm*
- 4 *Men Must Talk*

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HELP YOURSELF!

GET YOURSELF A BEAU

A GIRL CHILD aged four—a nice, ordinary little girl child—sitting in a street car pointed a pudgy forefinger at one after another of the row of men seated on the opposite side of the car.

“I don’t like you,” she said. “And I don’t like *you!* And I don’t like *YOU!* And *you’ve* got a funny nose!” Her mother removed her from the car at the next corner.

Don’t you know that child grown up? She is so fastidious with regard to boy friends that only Lindbergh and the Prince of Wales really qualify. She has a way of wiping a young man off the face of the earth with the words: “I wouldn’t marry him if he were the last man alive!”

Nevertheless she is troubled because no young men collect in hilarious groups on her veranda on a pleasant summer evening, and at a dance the cutting-in problem is a serious one for her.

Her mistake is in refusing to have anything to do with any young man with whom she would not be willing to spend her whole life. She doesn’t realize that she

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doesn't have to marry every man who walks up her front steps.

There are decided advantages in having a good collection of beaus. They cure the inferiority complex, give you poise, make you look popular, and attract other men. Now, in the following pages you will be told how to collect beaus. The business takes time, thought, and energy. Each woman must have a technique suited to her nature, and it must be flexible enough to appeal to different types of men. You will find under your number suggestions which will help you work up a successful and individual technique.

TO FIND THE KEY NUMBER

ANSWER each question "yes" or "no," to the best of your ability. If four or more questions in Group 1 are answered "yes," begin your key number with "1"; if they are answered "no," omit "1" from your key number. In the same way add "2," "3," "4," and "5" to your key number if the majority of questions in those groups are answered "yes," omitting them if the majority are answered "no."

For example, if the majority of questions in Groups 2, 4, and 5 are answered "yes" and the majority in Groups 1 and 3 are answered "no," the key number will be 245.

When you have ascertained your number, look for the analysis of your situation under that number.

See example on page 6.

EXAMPLE

GROUP 1	GROUP 2	GROUP 3	GROUP 4	GROUP 5
A Yes	Yes	No	No	Yes
B No	Yes	No	Yes	Yes
C Yes	No	Yes	No	Yes
D No	Yes	No	Yes	No
E Yes	No	Yes	No	No
F Yes	No	Yes	Yes	Yes
G No	No	Yes	No	Yes
Yes	No	Yes	No	Yes
1	—	3	—	5

Key number = 135

Questions

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For directions see pages 5 and 6.

GROUP 1

- A—Would you rather go to a restaurant with a clever young man who doesn't know what to do than with a correct young man who is a bore?
- B—Have you friends in all walks of life?
- C—Would you go out with a beau your social set looks down upon?
- D—Can you like a man at whom your friends laugh?
- E—Do you make an effort to be entertaining to men not socially eligible?
- F—Do you feel that the passing of social caste is a good thing?
- G—Do you prefer originality to "good form"?

GROUP 2

- A—Do you think a wife ought to insist that her husband pay her the same attentions after marriage as before?
- B—Does inefficiency in a man annoy you?
- C—Do you enjoy authority?
- D—Do you think it is woman's business to make men toe the mark?
- E—Do you think you would be good at selling things?
- F—Do you try to manage other people's affairs?

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G—Are you very much annoyed when people oppose you?

GROUP 3

A—Do men tell you about their business affairs?

B—Do you enjoy getting a man out of a grouch?

C—Are you sympathetic when a man raves about another girl?

D—Would you rather do what the man wants to do than what you want to do?

E—Would you enjoy handling a difficult customer?

F—Do you try to help other girls to get beaux?

G—Do men tell you about their love-affairs?

GROUP 4

A—Are you ill at ease with strange men?

B—Are you always wondering what to talk about next?

C—Do compliments embarrass you?

D—Do you suffer when you feel you have made yourself conspicuous?

E—Do you hate to enter a room full of people?

F—Would you stay away from a dinner rather than make a speech?

G—Are you shy?

GROUP 5

A—Are you afraid men will think you are chasing them?

B—Are you ever called Victorian?

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C—Do you think a man loses respect for a girl who “pets”?

D—Do you think the modern girl has too many new clothes?

E—Do you think young folks are going too far in unconventionality?

F—Would you refuse a man because your parents did not wish you to marry him?

G—Would you be embarrassed to talk with a man about a friend's expected baby?

Key Numbers

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0	see	page	13	123	see	page	29
1	"	"	14	124	"	"	30
2	"	"	15	125	"	"	31
3	"	"	16	134	"	"	32
4	"	"	17	135	"	"	33
5	"	"	18	145	"	"	34
12	"	"	19	234	"	"	35
13	"	"	20	235	"	"	36
14	"	"	21	245	"	"	37
15	"	"	22	345	"	"	38
23	"	"	23	1234	"	"	39
24	"	"	24	1235	"	"	40
25	"	"	25	1245	"	"	41
34	"	"	26	1345	"	"	42
35	"	"	27	2345	"	"	43
45	"	"	28	12345	"	"	44

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Key Number 0

BE as careful to speak well of all men behind their backs as you are to call their attention to their excellences when you are talking to them. It is better to err on the side of admiring men too much than to risk skimping the praise you give them. After all, men are human and enjoy appreciation as much as women do. Do not allow yourself the luxury of disliking a man just because you do not like him, for you may need him to cut in at a dance or take you to a picnic. If you can't find at least one pleasant trait in the poorest fish, it shows that you are lacking in imagination.

If you wish to go in for skating, canoeing, dancing, tennis, golf, skiing, or bridge, get your equipment, learn all you can, and tell everybody how much you would like to be able to skate, canoe, dance, play tennis, or whatever it is you have chosen for your avocation. Be careful not to yelp in a complaining manner as if you were left out, but to speak enthusiastically as one who is about to enjoy something tremendously. Make it pleasant for people to be kind to you, and if your invitation comes from a woman, be delighted just the same, for she will get you to the skating-rink, tennis-court, or golf-course, and once there you are where the men are and it is up to you. Be patient; beaus do not come at the first call.

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Key Number 1

It is necessary for you to like what you are doing in order to do it well. If you are an outdoor woman, you are in luck. Practise till you excel in the line undertaken and utilize the prominence that comes to the expert. If you go into a North Woods camp where men are intent on fishing, bring in your string of trout with the best of them. A woman in a hunting camp in the hunting season must either be a good shot or take marvelous game pictures with her camera. Before you start, equip your spirit with courage, hardiness, and good-fellowship; wear the right clothes and carry proper rod or gun or camera.

A woman of experience recommends knowledge of the stock-exchange, which she says can be gained by small investments, as a bond of interest between a woman and men. Geology and archæology are fine man subjects. A good game of bridge makes a woman popular if she does not row the poor players. Do you love horses? Then add a knowledge of breeds and pedigrees to your mental attainments; go to horse shows and country fairs and sometimes allow dogs to be your introducers to attractive men. Or make it motor-cars.

Maybe your trouble is that while men like you as a pal, they fail to get sentimental over you. If so, try to see them more sympathetically. The boys you made a hit with by being a good sport at fourteen are not so scornful of feminine allurements as they used to be.

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Key Number 2

ACQUIRE a grasp of some subject in which a good many men are interested. What used to be called "amateur theatricals" have now become the little-theater movement, with many phases that are good fun in themselves, can be carried on along with a job, and attract men as well as women; if you can't or don't want to act, you can design costumes, build models of sets, be treasurer, stage-manager, or what not. Or study up on motor-car engines. Or electrical devices. A machine is alive to most men. First learn enough from books or brothers or a paid teacher to ask intelligent questions, and from then on get any man who is interested in the subject to teach you. If you become an expert, conceal from him the fact that you know more than he does.

Never, never try to "kid" or "josh" a man, for you have an intense nature that is likely to bear down too hard. Criticism from you is a serious matter to a man. Don't be a reformer—it is bad dope. You are the type that is likely to attract men of genius who are rather helpless in society; do not make the mistake of turning them down because they are odd in their appearance or manners.

HELP YOURSELF!

Key Number 3

YOU have plenty of admirers, but in these days, when at a dance a popular girl must be constantly leaving the arms of one partner for those of another, you can't have too many beaus. One must be friendly to all men—those who dance badly, those who are dumb, those who are fat, and even those who are two feet shorter than oneself. You are such a nice person you should let every one share your niceness.

Especially you would do well to cultivate the men who are going to amount to something later on. Why not help them on their way by telling them some of the things that you know and they don't? You have tact enough to be able to manage it without hurting their feelings. And you may find, incidentally, that the young highbrow who wears the wrong kind of collars has something to tell you of equal value. You may think your particular group in your particular dwelling-place the only really important collection of young people in the world, but later on you'll find that there are many who have never heard of your friends the Tomlinsons, and aren't quite sure whether your home town is in Ohio or Georgia. Widen your horizon, and your only problem will be how to find time for all the beaus who flock around you.

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Key Number 4

WHEN you give a party, give it for four people. Ask a married couple and an extra man, or an engaged couple and an extra man. You are too shy to ask a man alone, and also too shy to come to the front in a large company. Make the most of your girl friends, and if one of them is especially kindly disposed, tell her you would like to know more men. When you have a vacation, go to a place where you will meet men, the kind of men you like. (For advice in this connection, see Number 35. If you have literary or radical tendencies, read the "Nation" ads. If religious, your church paper ads.) Study up on the subjects which concern the men you meet. If they write, listen to their writings and be chary of criticism. Encourage them to talk about themselves, and try to feel really interested in them, as you would in characters in a book.

Study the girls you know who have many beaus and consider in what respect their technique differs from yours. Are they more ready to be kind to the lame dogs? Are they more warmly human in their attitude? Are they more ready to make friendly advances? Don't put it down to the fact that they have certain things that you lack—good clothes, more money, or better looks. You underestimate your own attractiveness.

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Key Number 5

MAKE the most of your appearance. If your hair is at its best newly washed, take the trouble to wash it before you go out anywhere. Be up to date in your dress. Do you not look more settled than other people of your age? The next step, after making your personal appearance count for all it should, is to go where the men go. This is easier than it used to be, since the passing of the saloon and now that women have invaded smoking-rooms, brokerage offices, cigar stores, and barber shops.

Would you enjoy work on committees? (If so, see Number 134 for suggestions along that line.) Would you like to speculate just a little? The men will spend hours advising you not to. Have you a leaning toward billiards or canoeing or growing peach-trees? (See the story of the Langley girls, in Number 12.) Anything that gives you a common interest with men will draw them to you. Every man likes to give good advice to every woman.

Key Number 12

NOTHING attracts men more than a woman who is actually enjoying life. If you can manage to have a good time doing whatever you have to do, you will find yourself a man. If you can't enjoy your main work, which may be something very trying indeed, set up a side line and allow men to see you having a corking time driving a golf ball or practising tennis strokes.

The Langley girls, who formerly lived a beauless life in New York City, have solved the problem. They moved out of the metropolis, where they were lost in the crowds of girls, into New Jersey where they have set up kennels. The entire family, including far-distant men cousins who never before noticed them, now motor out. They are acquainted with nice doggy men, and exhibit in dog shows, and correspond with delightful folks—men who want to buy pups from them or sell them some, terrier men who wouldn't look at a dogless female but who will go long distances to discuss distemper or see how certain kennels are built. It doesn't have to be dogs. Make up a line for yourself,—real estate, mummies, swimming, or what you will,—but be sure it is a man-inhabited industry or recreation.

Key Number 13

YOUR theory with regard to clothes perhaps is better than your practice. Buy well-made clothes at good places instead of starting home-made masterpieces that never get done before the styles change. The above suggestion of adverse criticism will be forgiven when we remind you that you are a splendid type and exceedingly popular with men. If you are very young, your only danger may lie in your amiable acceptance of a "rush." Don't let yourself become known as "Bill's girl" unless you are sure you are going to marry Bill. Don't stop at one beau, you ought to have dozens.

If your family understands that girls must have beaus and do as other girls do, well and good; if not, take a firm stand in this matter. The quiet assumption that you are grown up will do wonders. In your attitude toward beaus, adopt the same method. If you really want to come home early, or drive more slowly, learn how to have your own way without being priggish or set. You are so good at understanding the other person's point of view that you may not realize that you need not do all the adjusting.

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Key Number 14

IF you have few beaus, it is only because your technique is not developed, for you are the kind of woman men like, once they get to know you. Your problem, then, is not how to keep them coming, but how to find them in the first place. You can do this in three ways: First, pay more attention to your clothes. If they are becoming, wear blue or red, colors that most men like. (Neither navy blue, nor baby blue, by the way. And not a purplish red.) Secondly, cultivate if possible a drop-in atmosphere in your home by going in for open fires, easy meals, magazines on the table, and privacy. The last is most important. Explain this to your family.

The third step is to cultivate men of all ages—elderly widowers, boys from the country, anything that comes your way. Especially pay attention to men who are wholly desirable except that for you they are of an unsuitable age. It is often possible to start what you may call (to yourself) a beau exchange. Your uncle would be no good as a beau for you, but he might make Miss Robinson's pulse beat faster. Find a Miss Robinson who has a brother or a cousin of your age and ask them both to tea with your uncle.

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Key Number 15

IF possible, make your home a place of open fires and hot drinks in winter and light laughter and lemonade in summer. If you are well-to-do, have a tennis-court, or even tether ball or clock golf, on your front grass-plot. If Father is a millionaire, make him put in a swimming-pool and give you a car. If, on the other hand, you live in a hall bedroom and earn eighteen dollars a week, make the most of your business acquaintances. If the pickings are poor, consider a new job, but always remember that the heavy work of vamping must be done outside of office hours. Suggest Sunday picnics, and roast chops over a fire. Many hearts have burst into flame with the chops.

A young man contributes from his own observation a sad story with a happy ending: "Virginia never made a hit with men," he relates, "and none of the fellows would take her to dances, because she wasn't cut in on. She was pretty enough, but she wasn't experienced. No one wanted to kiss her, because everybody knew that nobody ever had kissed her. A chap wants competition. She went visiting in another city where the men didn't know she wasn't popular, and she took all right. When she came back she was experienced and had a good line, and the men took her round." She who reads may do likewise if necessary.

GET YOURSELF A BEAU

Key Number 23

ARE you a bit choosy? You mustn't regard every man as a possible husband and pick flaws in him accordingly; or, worse, try to make him over. You expect too much of men. Are you careful to express your appreciation when they do things for you? If so, do you do it perfunctorily, privately believing that to take you to the movies or send you a Christmas present or take a taxi is "no more than they ought"?

Let the other side of your nature show; you have a warm heart, you are self-controlled, reasonable, and well balanced. Have more patience with people who are excitable, illogical, and temperamental! Now you either let them severely alone or else try to take them in hand and make them do what they should. But if you really want beaus, that's not the way to go about it. Men are not eager to hear about their faults. And to try to reform them is fatal. Can't you grow to like them so much, with that large heart of yours, that you positively enjoy seeing the tobacco they have spilled around, the scattered newspapers, and all the other indications that there is a comfortable, happy man in the house?

Key Number 24

BEAUS are all around and you don't recognize them as eligibles. You see "that terrible Jones man" or that "stupid Smith kid"; one man is too old and another stutters. Nevertheless invite them in, give them a good time, and see if something rather nice doesn't stroll in along with them pretty soon.

Do the young folks drop in on Sunday afternoon? If they don't, invite them specially. If they do, be sure something pleasant happens, like the simple joys of popping corn over an open fire in winter or drinking lemonade on the porch in summer. If practicable, have semi-formal teas on Sunday afternoon. "Semi" in that any one can come; "formal" in having a tea that is worth coming for—say a marvelous chocolate cake or crumpets or fruit-cake. If you are one who worries lest a man think you are "chasing him," offset that by having one or two other people around. Don't, however, make the mistake of always dragging in another girl. When a man can't talk, put on a new phonograph record; if he is restless, feed him.

Key Number 25

ARE you fond of walking? If so, are you making the most of it? It is one of the best ways of collecting men friends. You can walk locally or internationally. Chicago has its Prairie Club; Portland, Oregon, its Mazamas. The Mountaineers have headquarters in Seattle, with branches in Everett and Tacoma. New York City has its Yosians and branches of all the large clubs. The Sierra Club of San Francisco has a Southern California branch. The Philadelphia Geographical Club is worth investigating. The Green Mountain Club of Vermont has headquarters in Rutland. Boston is the home of the Field and Forest and the headquarters of the Appalachian Mountain Club. The Alpine Club has branches in most countries. Most of these large clubs have camps, trails, and special trips open to members. Walking is one of the few recreations which attract more men than women.

If you do not like walking, choose another interest and develop it. Attend a summer school at Columbia University or Chicago University or some smaller college nearer home. If you haven't money or time to do such things, organize an evening reading or study club at home. You have the personality to go ahead and start something which men will want to join.

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Key Number 34

SOME professions lend themselves especially to beau-collecting, while others are manless wastes. Teaching is the worst; if you teach, you must develop outside social opportunities, conscientiously. Nursing is proverbially good, if one does not drift into a children's ward or take care of an old lady. Library work has possibilities but not probabilities. Work with a woman's organization is almost as bad as teaching, but general welfare work is fairly desirable for our purpose. Secretarial work, bookkeeping, merchandising may or may not be fertile fields; be careful not to remain in a fundamentally manless office. Home jobs may be a fine preparation for marriage, but why prepare if you can't meet any men? Medicine is excellent. Dressmaking perfectly terrible! And whatever you do, don't go to a woman's college, for it will take you years to recover.

If yours is one of the blighting occupations above mentioned, pay especial attention to the recreational advice given under 24, 25. (For vacations see 45.) Begin to-day to read on some subject that interests men—exploring, say, or city-planning, or politics,—but make it something that you really care about. Get in touch with national organizations specializing in your subject, find out what is doing in that line, and start your own local activity. If you can give a party for the visiting stranger and introduce him to the local men in similar kinds of work, you are well launched.

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Key Number 35

If you can spend your vacations as you please,—and most people can, once they decide to,—look through the advertising pages of some magazine that is read by the sort of people you like. It may be “the Outlook” or a religious or a cultural or an out-of-door magazine. If it is devoted to man’s interests, so much the better. The same advertisement you read will be read by many men. And when you do go away from home, be a little friendlier with both men and women. Up-to-date people used to handling social situations are not afraid of “entangling alliances.” (For further advice on where to go, see Number 45.)

In general, adapt yourself to changing conditions. It’s no use moping because the beautiful old Marshall place, once the pride of the town, has been replaced by an apartment-house where all sorts of outlandish people eat hastily at little tables painted vermilion and leave the dishes in the kitchen sink. You’ll have to accept the modern world as you find it. Encourage some of these outlanders who want to know you; for the time may come when they’ll cease taking any interest in you and think of you as that queer Miss Williams, who comes, indeed, of one of the old families—but who cares?

HELP YOURSELF!

Key Number 45

THE girl who is popular has focused a perfectly good brain upon her present-day problems and worked out a course of action that brings success. Have you done this with your particular problems? Have you considered whether or not your occupation is one that brings you in contact with men? (See Number 34.) Have you considered what type of man attracts you? If you like young ministers, attend a summer Bible school. If you like scientists, go to Wood's Hole for the summer. If you are artistic or literary, how about Provincetown, Massachusetts? (You will find some general suggestions under Number 35.)

Do not let your shyness hold you back. Explain, uncomplainingly, to a woman or a man friend that you would like to know more men. They are often ready to help. If you are not cut in on at a dance, pretend that you are having a wonderful time; laugh and talk, and don't look bored.

If you are older, use the same technique in a milder form. Don't criticize people. Speak pleasantly of other girls. Don't depreciate yourself—or boast. Don't be a reformer or a prig. Make your home attractive. Never grouch, even if it rains on a picnic. Nothing attracts more than cheerfulness.

Key Number 123

ONCE there was a girl who called up a married friend and asked her to go for a picnic and bring a man, and it happened that a man was at the friend's house at the time, and he went on the picnic and eventually married the girl who had called up. And the moral of that is, don't wait to be asked to a picnic, plan one yourself. If your tastes do not run to picnics, make it the movies or skating or tennis. Why not go to the telephone at this moment and suggest some kind of party to some one?

But don't try to run the party. That is your chief trouble. When you dance, notice whether or not you try to do the leading. If you find that you do, try to relax and be led and see if your partners don't begin to say, "How well you dance!"

There is one piece of advice that can safely be given you, because you are a woman of character. Talk to the men you meet casually. You are the kind who can talk to a man on the train without getting into difficulties.

Key Number 124

IF you are the kind of person who is really interested in something in particular, your task is easy. There are other people interested in the same thing, and all you have to do is to find them. Are they in the museum or are they up in aëroplanes? If they are in the museum, you can go and ask them for a list of books on Egypt; and if they are in aëroplanes, they will have to come down. If you want hard enough to go canoeing or skating or up in an airship, and mention it often enough, but never in a complaining spirit, some one will take you. But you must show appreciation when they do.

Appreciation, by the way, is extremely important. Even brothers should be thanked. One brother whose elder sister invited him to the theater always remembers how politely she thanked him for stopping to get the tickets. If brothers have feelings, how much more have other men! The idea that men like to be flouted and trampled underfoot went out with the pompadour.

In some respects you need different advice from most girls. You must not be urged to "get busy" and pluck the beaus off the fence, because you have already learned the value of going after what you want,—possibly as the result of sad experience,—until you have, perhaps gone to the other extreme and are apt to knock people on the head and carry them off high-handedly. Perfect your technique so that they won't know what you're doing!

Key Number 125

ARE you living to-day—or twenty years ago? Your attitude resembles that of a rather wise person of a former generation. Why not put on full steam and come up to the present? You can still be a “nice girl,” even if you accept the standards of to-day! Your other trouble is that you are a trifle too self-absorbed. You neither rejoice with Walter when he gets his raise nor comfort Charles when he loses his job. Doing things with somebody else—anything from pasting stamps to collecting twigs of trees in winter—will help you to develop a sympathetic spirit.

Your trouble is not that you do not meet men, but that you do not *see* those you meet. Make each one feel that you are delighted to see *him*. Try this on the next man you talk to. Ask him about his job, his particular ambition, or his home conditions; but don't do it in the spirit of a welfare worker asking the mother of ten children when they had their last bath. Introduce the subject tactfully by asking advice on your own problems—if you can bring yourself to do it. You'll be surprised to find that many men have some very definite ideas about what you ought to do in certain directions. You might even profit by taking their advice.

Key Number 134

Is committee work your sphere? You have wide interests and the ability to see another person's point of view, so you should be an asset on a committee. Ally yourself with people who are trying to put over something you really care about—a political campaign, a charity, a dance, or a new town-hall—and you'll probably be on a committee before you know it. Your only handicap is your tendency to take a back seat. Buy a new hat, and boldly walk to the front, and you'll be the success you deserve to be.

Have you the kind of home that could be offered to the church or the library for a social tea—with men? Have you an attic for the local amateur players, or a lawn for the flower show? Can you lend a coffee percolator to the men's club? send autumn leaves to decorate the tables at the business men's dinner? join the Republican Club? join the Democratic Club? join the Boat Club? join the Golf Club? join the Dickens Club? join the committee organized to put over the celebration in honor of the hundredth anniversary of something or other? If you have money, use it. If not, make it your ambition to get a job, a beau parlor, a permanent wave, and a wide circle of friends.

Key Number 135

ARE your skirts too long? Are they as short as those worn by the average woman? Are you sitting on the front porch waiting for the beaus to come—or are you doing something about it? You seem to have only one fault that might keep them away; may we call it Victorianism? Suppose you try being a little more dashing in your dress, and a little readier to invite people to dinner. Above all, don't be shocked at anything. You don't have to "pet" or drink or listen to risqué stories if you don't want to, but if you wish to be considered a good sport, you must not be priggish.

Have you ever written to people whose work pleases you?—poets, scientists, and others, whose mail is not too big? The more contacts you have, the more likely you are to be drawn into circles that you will enjoy. But you must often take the initiative yourself and plan parties, instead of expecting other people to plan them and invite you. Don't expect things to be handed to you on a platter. The modern girl, like modern merchandise, must be alluring to look at, seen everywhere, easy to find, and up to standard in quality. If well advertised, so much the better. Do people talk about you? What is there to say? Find something interesting to say about yourself and spread the news around. Let them say, for example, "Margaret has bought a dog as big as a cow who knocks over the dining-room table when he wags his tail." Be spectacular.

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Key Number 145

PERHAPS you don't realize how frank you can be, these days, about telling a man that you like him. If one speaks without too much intensity, and, above all, without a jeering note, one can say almost anything to anybody! Do you make the most of your opportunities in this line? If you meet a man you like, do you let him know that you like him? If he knows that you like him but does not feel pursued, the chances are that you will see him again.

Have you ever joined a walking club? Or started a bridge club or a reading club? If you like books, be intelligent about them; read sound literary magazines, like "The New York Times Supplement," "The Saturday Review," or "The Publishers' Weekly Book Review" (given away by certain booksellers). Or if books are not in your line, learn palmistry or how to read handwriting.

Are you too shy about calling men up? (Always have a good reason for calling up.) Can't you go to the telephone now and ask a man to tea next Sunday or to an informal evening party? Ask him first, and plan the party afterward. But before you call him up, rehearse what you are going to say. Speak calmly and without nervousness. Assume that he is going to be glad to get your invitation. If possible, consider his tastes and make the party the kind he likes. If he can't come, believe what he says and call up another man. You probably know more men than you think you do.

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Key Number 234

HERE are some rules for you to follow:

1 Speak to every acquaintance you meet to-day; even those whom you scorn.

2 Give every man and woman you speak to a compliment, if you can do it with reasonable sincerity.

3 Give way gracefully on three separate occasions.

4 In the evening, send out invitations for a small party. If possible, include the people whom you have cheered with a few words of appreciation.

If any of the men you know are interested in discussing questions of the day, you might start a "little group of serious thinkers," each meeting being devoted to argument. But be sure beforehand that at least several of the members have something on their minds that they want to discuss. The subject may be anything, from "Should an employee share the profits of an exceptionally able employer?" to "Is marrying for money ever justifiable?" A group of this sort usually grows automatically, if members are encouraged to bring their friends. Do not hesitate to join in the discussion yourself; it will help those who are even more shy than you. But learn how to make yourself heard without shouting. People of your type sometimes try to conceal their shyness by being bossy. That is fatal. Young men are so recently free from parental supervision that they take alarm at the least show of authority.

Key Number 235

YOUR trouble evidently is not how to meet men but how to hold them. You make men friends easily, but they do not often become steady beaus. Why is that? Why did you lose the last one, and the one before that? Was it because each failed in some particular to come up to that very high ideal of yours? Or did they resent your attempt to make them over? A woman of your type who handles her own affairs very well, sometimes makes the mistake of trying to manage her friends' affairs. If a man notices this, he runs away. He remembers all too well the time when his teachers were over him. Next time you make a friend, choose a man who is utterly different from you and outside your social sphere. If at the outset you feel hopeless about changing him, your friendship may run along smooth lines.

Have you given enough attention to any of the subjects that the average man cares about—prize-fighting, baseball, salesmanship, or machinery? If you care at all for any sport, make the most of it. If a man can associate you in his mind with his good times, he will see you in a rosy glow. Let his mental associations be: Helen . . . skating; Helen . . . tennis; Helen . . . merri-ment; Helen . . . chocolate cake. Not: Helen . . . boredom; Helen . . . carping criticism; Helen . . . reminders of my shortcomings; Helen . . . hole burned in her best table-cloth by my cigarette.

GET YOURSELF A BEAU

Key Number 245

Do you pride yourself on exclusiveness and on not liking many men? Are you not making a virtue out of what is really a fault? Once there was a girl who waited patiently for Prince Charming, meantime snapping impatiently at a poor faithful swain who had a cowlick and big feet but good brains. A girl somewhat past her heyday came visiting from the city. She paid the swain four well-deserved compliments, secured his attention and then his heart, and later married him. Then she set to work creating a friendly atmosphere in which he could develop self-confidence. The man is now considered a genius and his cowlick is carefully painted into his portrait by a great artist. Draw the moral yourself.

For direct advice: write a list of all the unmarried men you know. Better write it in cipher so your brother will not be able to read it. Pretend you are a strange girl meeting them for the first time. Have they some redeeming traits? Of course; lots of them. The trouble was with you; not with them. (For information about a beau exchange, see Number 14. See also Number 1234.)

HELP YOURSELF!

Key Number 345

FLIRTING is a language between men and women. Learn to speak it fluently—not ostentatiously, not at the top of your voice, as it were, but with charm, ease, and well-bred proficiency. Flirting is a recognition of the opposite sex. It is a genteel form of sex appeal. You can safely try it, because you are in no danger of becoming ill-bred even in your most daring moments. But don't be too kittenish.

Two other points you should think over. The first is the old stand-by—clothes. Do you spend as much on clothes as other women do? Are your clothes striking? If you are very young, remember that the pale-rose dance frock, a dream of loveliness at home, among those who are not going to the dance, may be quite lost in the ball-room among thirty other roses. Since "cutting-in" is the order of the day, it is important to wear something distinctive so that the boys will remember that they have met you. A boy won't remember which of the pink-dress girls you are, but if you are "the girl with a black flower on a white dress," he'll recognize you as you pass by—or miss you if you fail to pass by. If you are older, read the advice under Numbers 14 and 35.

One final bit of advice: don't be afraid to let men spend money on you. If you save money for them too often, they may appreciate your generosity but come to regard you as an old shoe. Also, they enjoy giving women a good time. Your part of the entertainment is to be thoroughly entertained!

GET YOURSELF A BEAU

Key Number 1234

LUCY wanted to marry a great man, but there wasn't one within shouting distance. Nor could she go away from home, hunting. So she decided to take what was at hand. She looked the material over carefully and chose a young man in her church whom other girls thought a scream. Lucy saw what could be done with him. She began by thinking about his good qualities, then by talking about them. The youth followed at her heels, for if there is one thing no man can resist it is kind thoughts expressed in tactful actions and pleasant words. The more she thought and talked about his fine traits, the more he developed them. By the time she had him made over into a half-way success, the other girls tried for him and failed completely because he knew there was so much more that Lucy could do for him if he would let her.

Now, you are the kind of woman who can bring out what is fine in men. That is your long suit. Beware of criticizing them. It is better to tell a man he is a delightful dancer than to hint that he is a clumsy boob, if you want him to take you to the next dance.

Beware of the possessive attitude. If your duckling wants to remain a duck, give up your swan ambitions for him and content yourself with helping him to be an excellent duck. This book is to tell you how to get beaus, not how to satisfy your other ambitions, how to make you the President's wife—or even how to help you get a husband.

HELP YOURSELF!

Key Number 1235

YOU like men, and they ought to like you. If you have not so many beaux around as you would like to have, is it because you are not adjusted to your generation? You must take the world as you find it and not expect a youth to have the wisdom of your father and the dignity of your Uncle George. Remember, too, that most men still regard women as playmates for their hours of ease. They may listen to the girl who wants to make them over; indeed, they will listen to any conversation about themselves, but they will not call again. What they want is to be made comfortable, to be entertained, cheered, and refreshed. If you really desire patronage, you will have to give the customer what he wants.

Dare be a little unusual. A girl who had worn her hair curled and standing out from her head like a wild man's clipped it short when the fashion changed. "Oh," she wailed a week later, "I've lost my personality! No one cuts in on me!" So she wore a blue wig to the next dance. You can do that sort of thing and get away with it. If you happen to be a pretty girl, accentuate your type, Latin, or Nordic, dignified or kittenish, as it happens to be. Even very, very plain girls are in luck nowadays, for they can get themselves up in an exaggerated fashion which nobody can disregard. Many men prefer weird orchids to dainty violets.

GET YOURSELF A BEAU

Key Number 1245

DON'T be a reformer. Think what you like, but allow others to have their own opinions. An atmosphere of disapproval spoils a party. Don't have a limp hand-clasp. A little hand lying like a snowflake in his big palm may feel like a fish. When you speak a greeting, add the person's name. When you say good-by speak with warmth, so that your voice will show your pleasure in the meeting, and hope of a future one. You can even put your feelings into words. Don't worry about what's proper and what isn't. You couldn't be improper if you tried.

Now for the positive side. List in the back of the cook-book the likes and dislikes of all your friends. If you hear William say that he likes liver and bacon, make a point of remembering it. Carry something awfully good on the picnic. Have a late supper (without the family around) when there is any excuse for it. How about giving a smart little buffet supper after the movies, specializing in the kind of things men like, like cheese and rye-bread, ginger-ale and sausage? If cooking is not in your line, how about walking? (You will find walking suggestions under Number 25.)

HELP YOURSELF!

Key Number 1345

HERE is a story for you. Miss Townley was a shy rabbit who had no fun and no friends. All she had were duties and acquaintances. She joined a local walking club. At first it was no fun at all, because walking made her legs ache and she suffered agonies meeting strange people. But she persevered. She arranged a set of questions to ask. When a male botanist held up a flower with loud cries of joy, she would inquire, "Is it one of the rose family?" and the botanist would spend fifteen minutes explaining to the poor little dumbbell why it wasn't. Before a stretch of rocks she would ask a man geologist, "Is it volcanic action or erosion?" Birds were easy. "Is it crested?" applied, whether it was or wasn't. By betraying to the men the depths of her ignorance she got the reputation of being an unusually intelligent woman. After a time she did know something.

There are many desirable clubs you can get into by paying an admission fee. If they do not suit, you can get out even more easily. (See, also, advice on courting games, under 12345; and on Sunday afternoons under 24.) But if men are so scarce where you live that you see no help in these suggestions, why not make a big break and get a job somewhere else? In Schenectady, there are five men to every woman.

GET YOURSELF A BEAU

Key Number 2345

WHERE are the future bank presidents, captains of industry, and mercantile kings? Many of them are now the country gawks you disdain, my proud lady! Lady Clara Vere de Vere got a lot of fun out of her dead ancestors, but she didn't have any beaus. Jump off your high horse, step down from your pedestal, and humble yourself with the sad truth that you are never going to dance with the Prince of Wales and you would better make the best of what you can get to walk home with you from prayer-meeting or treat you to an ice-cream soda at the corner drug store. As a matter of fact the grocer's clerk kisses just as sweetly as a duke and maybe better, perhaps having had more practice. Not, of course, that you will allow him to kiss you—though I don't know that it would do you any harm. (See also Number 2.)

Many a time lack of social poise springs from lack of robust vitality. Eat three meals a day. Go to bed early at least every other night. Let your thoughts dwell on pleasant subjects when you are going to sleep. Get outdoor exercise. Have all the good times you can have without interfering with your work. No one can be a little ray of sunshine when physically under par. What many a girl needs to set her straight with the world is happiness. No one can get that for you but yourself. Look carefully to see if it does not lie close at hand.

HELP YOURSELF!

Key Number 12345

YOU have a good foundation on which to build, for you like men and, what is better still, you like them for what they actually are and not simply because they are escorts and theater-ticket-buyers and candy-senders. Now, men like to be liked as much as girls do; so why don't you let them into the secret? You can convey to a man the knowledge that you think he is wonderful, and still remain a perfect lady. Make it a rule to pay one sincere compliment a day on anything from neckties to a Rhodes scholarship. Since you are too shy to shine in a group, become an expert in bezique, cribbage, pinochle, chess, reading aloud, and other courting games.

It is possible for a woman of your ability to change her personality if she wishes. Your personality is your usual reaction to situations. If you change the reactions, you change the personality. The way to make this alteration is to acquire a new habit of thinking, feeling, or acting. You can alter habits of jealousy, quick temper, prejudice, and the like, if you have them, to generosity, kindliness, and broad-mindedness, very much as you can stop biting your nails and manicure them instead. Choose your substitute habit and drill yourself in the new way of reacting. It takes time. You have to do it for yourself. No one can do it for you. The idea opens vistas.

GET YOURSELF A GIRL

GET YOURSELF A GIRL

SOME men pride themselves on not liking women. Well, some men pride themselves on not getting their shoes shined or going three days without a shave. It is queer what the human animal will take pride in when he is short on good points.

The fundamental of popularity with girls is liking people. If you do not do this naturally, you can learn. Even a misogynist can acquire a taste for girls, just as he can learn to like tobacco and squash and caviar if he puts his mind to it. You like at least one girl, do you not? Then you can like two; and if two, why not three, four, and even two hundred and thirty-nine? Once you get the pleasant flavor, you will become a glutton for girls. Begin immediately making friendly overtures and the feeling will follow. Start off by greeting girls as if you were really glad to see them, and speak kindly even to your sister.

Every one knows that if a man wishes to be a success in business, he must spend time, thought, and energy on his problems. Similarly, you can't be popular with girls unless you spend time, thought, energy, and a certain amount of money on making them like you. Popularity with girls must be worked for with the intelligence, concentration, and perseverance required for success in any line. The sheik works hard.

HELP YOURSELF!

If you study the technique of several popular men, you will probably find that they go where girls are; that they play the games current in their set, like bridge, tennis, or golf, and know how to dance; and that they show initiative in suggesting pleasant things to do and readiness to fall in with a girl's plans. In brief, they go where girls are and do what girls do. They are at ease in social life because they have adjusted themselves to girls.

Do not, however, be a copy-cat. On the foundation of a kindly attitude toward women, build your own individual technique. Each man must develop his own talent and not go by some other man's formula. Not everybody can make a hit by turning somersaults, although it has been done with success by those who thus spontaneously express their personality.

TO FIND THE KEY NUMBER

ANSWER each question "yes" or "no," to the best of your ability. If four or more questions in Group 1 are answered "yes," begin your key number with "1"; if they are answered "no," omit "1" from your key number. In the same way, add "2," "3," "4," and "5" to your key number if the majority of questions in those groups are answered "yes," omitting them if the majority are answered "no."

For example, if the majority of questions in groups 2, 4, and 5 are answered "yes," and the majority in Groups 1 and 3 are answered "no," the key number will be 245.

When you have ascertained your number, look for the analysis of your situation under that number.

See example on page 50.

EXAMPLE

GROUP 1	GROUP 2	GROUP 3	GROUP 4	GROUP 5
A Yes	Yes	No	No	Yes
B No	Yes	No	Yes	Yes
C Yes	No	Yes	No	Yes
D No	Yes	No	Yes	No
E Yes	No	Yes	No	No
F Yes	No	Yes	Yes	Yes
G No	No	Yes	No	Yes
Yes	No	Yes	No	Yes
1	—	3	—	5

Key number = 135

Questions

GET YOURSELF A GIRL

For directions see pages 49 and 50.

GROUP 1

- A—Are you stimulated by a large group?
- B—Are you a good mixer?
- C—Are you bored at staying at home in the evening?
- D—Do you frequently talk to strangers?
- E—Would you rather work with another person than alone?
- F—Do you enjoy making a speech?
- G—Do you like to stop to talk with acquaintances on the street?

GROUP 2

- A—Have you a hobby?
- B—Have you made friendships through business?
- C—Are you reading up on any particular subject?
- D—Can you drive a motor-car, or sail a boat, or paddle a canoe, or do anything else that makes you an asset in an outdoor party?
- E—Have you any parlor tricks, like playing a musical instrument or starting games, or other indoor tricks that make a party go?
- F—Can you usually make a contribution to the conversation on several different subjects?
- G—Do you know many people whose interests are similar to yours?

HELP YOURSELF!

GROUP 3

- A—Do you find most people pleasant?
- B—Do people as a rule like you?
- C—Do people give you a fair deal?
- D—Do people hold to their old friends after they've made a lot of money?
- E—Are most people honest?
- F—Do women make good friends?
- G—Can a man hold his wife better through love than through money?

GROUP 4

- A—Can you remember faces?
- B—Have you different types of women friends?
- C—Do you meet many attractive people?
- D—Do you know what different members of your family like to eat?
- E—Do you give invitations in turn for those you have received?
- F—Do you make a point of bringing together friends of yours who you think would like each other?
- G—Do you like to choose presents for other people?

GROUP 5

- A—When snubbed, do you give "tit" for "tat"?
- B—Do you enjoy a noisy party?
- C—Is a man his own best friend?

GET YOURSELF A GIRL

D—Is the average girl a gold-digger?

E—Would you love to be a constant visitor at New York night clubs?

F—Do you enjoy getting the best of people?

G—Would you "crash" a party?

Key Numbers

GET YOURSELF A GIRL

0	see	page	57	123	see	page	73
1	"	"	58	124	"	"	74
2	"	"	59	125	"	"	75
3	"	"	60	134	"	"	76
4	"	"	61	135	"	"	77
5	"	"	62	145	"	"	78
12	"	"	63	234	"	"	79
13	"	"	64	235	"	"	80
14	"	"	65	245	"	"	81
15	"	"	66	345	"	"	82
23	"	"	67	1234	"	"	83
24	"	"	68	1235	"	"	84
25	"	"	69	1245	"	"	85
34	"	"	70	1345	"	"	86
35	"	"	71	2345	"	"	87
45	"	"	72	12345	"	"	88

GET YOURSELF A GIRL

Key Number 0

BE a Boy Scout and do one kind deed a day; maybe kissing a homely girl or making love to a neglected wife—perhaps your own. After that you can treat yourself by sending flowers to a girl who has too many, and telling any female that nobody understands you. You have a natural instinct for doing charmingly anything you undertake, but you are so apt to forget to practise this. You would be a happier man if you would put yourself on a conscious deliberate schedule of giving to others, doing for others, thinking about others, and praising others. You are “difficult,” you know, so isn’t it up to you to make up for it by being attentive? Occasionally, at least.

You are best at work and games and other interests which do not involve your competing in a large crowd. You will therefore be happiest with a girl who has this same characteristic, unless you can take a back seat without resentment and truly enjoy yourself in seeing her shine. Retiring men often are attracted to women who are at ease among many people, but after a shy man has married the life of the party, he is all too prone to want to keep her at home to entertain him alone. If you choose to court a woman whose temperament is diametrically opposed to yours, don’t try to make her over to be like you. Take her to the theater, dance all night with her, whoop it up at the picnic, and in general get into the procession. Do not attempt to kill the quality which allures you.

HELP YOURSELF!

Key Number 1

DIFFERENT girls hold such varied opinions of you that any one listening to their discussion of you might think you a syndicate personality. Oh, yes, they do discuss you, and they point out your faults just as you point out theirs when you discuss them. One girl mentions your interest in girls and another speaks of how you like to flock by yourself—contradictory characteristics. One calls you selfish and another protests that you manage people rather well. You have girls to fit each personality. Be sure that the girl to whom you tie yourself is mated to the finest side of your nature.

Do you play cribbage, chess, or any other of the games in which only two individuals are engaged? Look for a girl who also enjoys these pastimes. You should do well at tennis, skating, and hiking; pick out a girl who looks well in knickers and go after her with racket, skates, and knapsack. Do something very well indeed and woo the girl who knows enough to admire your skill in that particular line. A somewhat placid, easy-going girl will get on best with you; but that, you may say, is true for all men. Do not choose a sweetheart entirely for her looks, for you are demanding and a pretty face alone will not satisfy you when you are tired and discouraged and peeved with the world. There is nothing against your picking a beauty, however, if she has also the sterling qualities that homely girls are obliged to cultivate.

GET YOURSELF A GIRL

Key Number 2

YOUR type is likely to have many disappointments in love and to remain unmarried many years. Unless the woman who finally overcomes your instinct for self-protection is maternally minded, she is likely to wish you had remained unmarried forever! You are critical of yourself as well as of others, and this makes you stiff with women. Look for the girl who has the same interests that you have. Learn to dance. Learn to swim. Go to church social affairs. Liking the same books, movies, or outdoor sports makes a fine approach to the sort of friendship that turns to love.

When your love-affairs go wrong, you are wont to blame the woman. That makes the heartbreak easier to endure at the moment, but it lets you in for repeating the situation. Either you chose wrong in the beginning of the affair, or else you managed clumsily. The next time you are disappointed in a girl, ask her to tell you your faults. If she is good and mad, she will do you this little favor. Keep your own temper in hand enough to listen. You might even take notes. She will exaggerate, but it will give you a line on yourself. Make a list of the things you do which girls do not like, of attentions by which you can offset the shortcomings. Finally, choose a peach of a girl and see if you can get her just crazy about you.

HELP YOURSELF!

Key Number 3

YOUR genuine admiration for other people is your most delightful trait. Your habit of flocking by yourself keeps you from enjoying as much admiration as you might easily have if you would cultivate recreations which would broaden your acquaintance. You are socially stubborn, clinging to your shell with the tenacity of a periwinkle. The girls you know are the ones who sought you out, not those you sought. If you aren't good at parlor tricks, applaud those who do what you can't. You have an uncritical nature which is an asset; can't you be a little more of a rounder?—that is, a nice rounder; for you couldn't be any other kind. You love solitude, but since you also love people, it will pay you to cultivate gregariousness. A picnic is not all chatter and paper napkins; it means also good-fellowship and nice girls.

Print on a card the words, "Accept the next invitation," and prop it up against your telephone or stand it somewhere in plain sight (but where the boss can't see it). The injunction is not to be taken literally, but it is to exert an influence on your unconscious mind. It is to incline your heart toward gregariousness. If you haven't a girl yet, all the more reason for your going where girls may be found. Otherwise you are likely to fall in love with one simply because she works at the next desk or has dimples like those of the chromo calendar girl you admired when you were a little boy, neither of which reasons is sufficient to uphold anything heavier than the most trivial of fleeting flirtations.

GET YOURSELF A GIRL

Key Number 4

YOU are too apt to think that people who are popular with the girls are favorites of the gods, endowed with a charm that can never be yours. As a matter of fact, the chief difference between you and them is that at a party you sit politely in a corner, like Rollo, waiting to be entertained, while they feel a definite responsibility for making things go. Yet, with your excellent foundation of tact and keen appreciation of another's wit you could make the hostess say, "Thank God Henry's come," instead of, "Was Henry here to-night?"

Try talking with an absorbed interest to the next girl you meet. Get her talking about herself and her ideals. Be reserved if you like, but let your reserve suggest restraint, not shyness. Learn the things that make it easy for people to entertain you, like bridge and dancing.

These are rules for you to follow in order to please others, but do not make the mistake of concentrating so heavily on being pleasing to girls that you don't care whom you attract so long as it makes a pleasant sound at you. You are just the type that a horrid vampish girl may gobble. Fortunately there are not many of these dangerous animals, but some there are, and they develop into alimonish wives if gold-digging is good, and into scolds if there is nothing to be extravagant on. Notice not only how your girl acts toward you, but how she treats people whom she dislikes. Do not take up with any girl because you are sorry for her. Be selfish for once in your life and pick a winner.

HELP YOURSELF!

Key Number 5

WOMEN like you, though how so many of them can, and so much, is a puzzle to men. The secret is that they feel you need their love to sustain you in your way through the world. They guess how unhappy you are in spite of apparent success, and each thinks that she can straighten things out for you. She can't, for you rush to fling yourself on snubs and rebuffs that cut you to the heart. You are as critical of yourself as you are of others and you suffer keenly from your underestimation of yourself. If you want to hold the love and pity that women give you, do not pursue the lady who has turned you down. Persistence may drive her from indifference to active dislike. But if you will leave her alone for several months, she may grow willing to see you, then eager.

When you finally meet, try to talk about her instead of about yourself. Ask questions about what she likes to read and how she feels about aëroplanes. If she never reads and gets no pleasure out of transatlantic flights, take her flowers. If she doesn't care for flowers (except as they represent scalps at her belt) try her on candy. When you take her to a motion picture, tell her that you want to see it with her and not with any other human being. If you take her out, ask where she wants to go, and take her there even if you hate the place and loathe the people and suspect the food of being poison. When she criticizes you, do not point out her own little faults, but hang upon her words and tell her she is your good angel. You get the idea?

GET YOURSELF A GIRL

Key Number 12

IN your heart you are faithful to the Fairy Princess. Several times you have thought you have found her, only to be tragically disappointed when she revealed herself human by some awkward speech or unkind act. Even after you marry you will be unable to cease watching for her, and this will interfere with your adjusting yourself to marriage. Can you not accept the fact that there are no fairy princesses? Just girls. There is no Santa Claus. There are no saints this side of heaven. In brief, perfection does not exist. Yet a man who is sensible about everything else, swims in sentimentality about the Ideal Woman.

You go about a good deal and meet a lot of girls, and they mostly like you, because the little flaw in your personality is not noticeable on first acquaintance. Only you and the family at home know it, and there is no need to let the general public into the secret that you haven't yet qualified for wings and a halo. You are not such a bad fellow, after all, but the point is: who are you, to expect perfection in a sweetheart?

Choose your girl from among those who enjoy the same things that you enjoy, have a background similar to yours, and, most important of all, have the same general aims in life that you have. Then forgive her her humanness, and ask her to forgive you for being merely a man who loves her and not a millionaire with a title.

HELP YOURSELF!

Key Number 13

UNDER your quiet manner lies deep sadness. Few realize how desperately unhappy you are. They would ha-ha loudly if you tried to tell them, so it is just as well you are reticent. If you are young, you are likely to incline toward older women, because there is nothing a middle-aged woman likes better than to sympathize with a man who is misunderstood. It doesn't go so well with young girls, because they want to talk about themselves. Choose your girl and study her nature. Discover whether she likes best to be complimented on the qualities she really possesses or on those she does not have. If she is young, she likes for presents just what the other girls have—violets and candy and, if you want to be a devil, a pair of silk stockings. If she is older or less ingénue, she will like pomegranates, cashew nuts, or anything else that makes her exclaim, "Oh, what is it?"

If the particular She whom you prefer is difficult to win, remember the reason given to account for the lamb loving Mary so—"because Mary loves the lamb." That is a poetic way of calling attention to the scientific fact that love rouses love. You don't even have to tell the girl about your love overmuch; in fact, it is often well to let her work for expressions of devotion. What you must do, however, is to show admiration in your every look and action. Just hold the fact in your mind that She is the loveliest, prettiest, most adorable girl in America, and sometime the idea will come to her that you are a man of discernment, worthy of her attention.

GET YOURSELF A GIRL

Key Number 14

THERE is a contradiction between your liking for girls on the one hand and your almost cynical attitude toward them on the other. Try going about with a number of different girls, for the present, committing yourself to none. Get up a big party with other girls and men. You have the makings of a good host in you, but you need practice in pleasing people. You probably have plenty of friends, but you lose one every time you make another, because they are not bound to you by companionship in interests. What do you really like? Collecting postage-stamps or learning Spanish or growing melons? Get in touch with women who have interests like your own.

When you find the girl you want for keeps, develop the following habits, which women instinctively look for: Work on being pleasant when things go wrong (when the car breaks down and the girls can't walk because they have on dancing pumps); on being cheerful when a grouch would be logical (when you have to build the camp-fire with wet wood): on being sympathetic with your girl's woes, making a fuss over her slight cold even while you think you are coming down with pneumonia; on saying it is your fault when you both know perfectly well that it is hers; and all that. Practise these saintlinesses as a young musician practises five-finger exercises, and the first thing you know the girl will be so madly in love with you that it will be safe for you to stop being extra considerate. Though maybe you'll find the new habits so fixed that you can't get rid of them!

HELP YOURSELF!

Key Number 15

THIS is where you make a mistake; you are striving for happiness from outside things while you are at war with yourself in your heart. No actual satisfaction comes from things you buy or make or accomplish unless there is peace within. What is it that you so much want? Is it one particular girl? Then try to win her—not by doing the things you think a girl ought to like but by doing the things this particular girl does like. Be specifically in love with *her*. But do you feel in your heart of hearts that you will never succeed? Then forget the dream that will never come true and find another woman. When you have come to terms with your own personality, you will be able to enjoy it.

A shy girl might be congenial to you. You would bring her forward at the same time that she toned you down. Excuse the suggestion that you need a restraining influence, but you know you are more like a full orchestra playing Wagner than you are like a flute played by an elderly gentleman, with the windows closed. The little shy girl would think your fearlessness marvelous and she would admire the aggressiveness that makes some girls want to snub you. If you can't stand the modest-violet sort, get an up-and-coming girl, but be sure she is one who will pull with you and not against you. When a dominating man like you marries a dominating woman and the two start fighting, it is very unpleasant for friends. If you ever find yourself rowing a girl at the bridge table, break the engagement, if there is one.

GET YOURSELF A GIRL

Key Number 23

YOU do not like yourself enough. How can girls have a high opinion of a man who holds a low opinion of himself? Yet by a strange inconsistency you cling to the very traits you dislike. You sigh, "I am like that," as if that ended the matter. Goodness, gracious, man! If you do not like what you are, how can you expect girls to like you? Yet you are a fine fellow, and lovable, too, except for those traits which you hate so much that you make them noticeable. You can break any habits you choose. Now choose to fling out some of the minor behaviorisms that worry you and annoy the girls whom you would like to please. In general, loosen up. Enjoy yourself. Then others will also enjoy you.

A man with your modest estimate of himself is in peril from girls who aren't good enough for him. In absolute confidence, here are some of the traits which must not exist in the girl you marry. Since you are likely to marry any girl to whom you get accustomed, beware the following types: the girl who admits, "I'm as nervous as a witch"; the one who complains that nobody loves her; the one who "isn't very strong"; the one who depreciates herself; the one who can't make a decision or who constantly changes her mind; and the one with a sharp tongue. You can't defend yourself as a harsher man can, so when you see signs of unkindness, selfishness, and general cussedness, pick up your hat and run. Maybe you would better not stop to find your hat; just run.

HELP YOURSELF!

Key Number 24

YOU are the kind of man who was very much in demand twenty-five years ago, when the "perfect gentleman" was more sought after than the local "cut-up." But don't think that that means you should dance on the dinner-table, for Heaven never meant you to do that. Instead, you should develop into a quiet, distinguished business or professional man who has an interesting line of talk which he *never* forces upon unwilling listeners. Just because you are different from the general run of men, you will appeal to women who think of men as individuals. They will also enjoy the interest you take in them, and the fact that you do not try to make love to them before you know anything about them. This will be more and more true as time goes on, because older women and women of unusual personality are attracted to your type.

You show to particularly good advantage in quieter social gathering where there is a common interest, like talk or music. You are very likely to be something of a reader and well informed on several subjects. You need not be afraid of an intellectual girl, for she will respect your natural abilities even if you have not had a college education. You will find much in common with intelligent people wherever you meet them. The girl you should fear is the pretty little rowdy who wants the loud speaker turned on full blast all the time. She is attractive, but she is not for you, my boy! You must have a girl with something inside her head.

GET YOURSELF A GIRL

Key Number 25

IT is well that you are of a scholarly turn of mind, for common interest in intellectual pursuits is a good basis for friendship. You have other traits, however, that make it difficult for you to hold your friends, especially your women friends. You care too little for them. Perhaps you even use them to further your own ends. It will be difficult for you to correct tendencies that may be the result of sorrows long past and even forgotten, but you can do it if you will substitute for a carping spirit a more penetrating vision into the lives of other people.

Do you actually know the girls you go about with? Can you make a shrewd prophecy as to what sort of women each will develop into? Take one girl and see if you can figure how she ranks in intelligence, energy, ability to keep her head in a crisis, kindliness toward other people, tact, and self-reliance. Compare different girls with regard to these qualities. After you have studied girls' temperaments a while, girls will become individuals to you as never before. Some will stand right out and others sink into the background. The proper study of mankind is girls. In order to make a comparative study you must know a number of them. Girls do not at all mind being studied by young men. They will do all they can to help you, but they will expect to be repaid by the various offerings that stores are prepared to supply along candy, flower, stocking, and book lines.

HELP YOURSELF!

Key Number 34

WHEN you were three years old you were a trial to your mother because you would not stand up and recite "Twinkle, Twinkle Little Star," whereas the little Jones boy, who was not a clever child at all, stood boldly in the center of the admiring group of ladies and said it all wrong. Your desire to avoid the limelight goes hand in hand with an intense affection for the few people you feel at home with. Once you have chosen a wife, you will want to keep her forever; only a jealous or fretful or cold-hearted wife will be able to discourage this natural loyalty of yours. Be very careful in choosing your wife. Try to meet a great many girls before you settle down to one. You are the type that has a strong appeal for the sort of woman who makes a good wife.

Loyalty, when rightly used, is a fine courting quality. Why did Beauty marry the Beast? Probably because she got so used to having him round that she couldn't get on without him. Many a dish-faced, bow-legged man has won out by persistence, assisted by other good qualities. The man who is a faithful swain must be also a pleasant person to have around. He mustn't be a pest, like the dog that has never learned to obey his master's voice when it says, "Home, sir." He can remind the adored one of his devotion, with flowers, the novel that every one is talking about, and other delicate attentions that make him present in spirit although absent in body. Never, never may he sit around and sulk. Faithful sulking never won fair lady.

Key Number 35

YOU are like a hungry bear that has hibernated all winter and suddenly raids the nearest farmyard. After being long absorbed in your own interests, you decide all at once to go out and be the life of the party. Having no time to waste, you cut short all formality and bounce in on the nearest crowd of young people. If they don't like it, you explain to yourself that it is all their own fault. Try to tackle social problems as you would those in engineering. Make a special study of girls, and find out what they like and why they like it. Learn to tell one girl from another by discovering what she likes to do and what her ambitions are. And then try to be a warm, kindly, domesticated bear instead of a hungry one. You have it in you.

Your family speak well of you in general, as well they may. If they understood your somewhat mixed temperament they would have more patience with your changing moods. You want one kind of girl to go to the theater with; one with a good bean. You want another type to take to dances; one with nimble feet. Neither of these suits you when you hike into the woods: that demands an outdoor girl. The girl who cooks a delicious Sunday-night supper can have you by quirking her finger—for a little while. Then suddenly you retire into solitude, and want no girl at all! Go ahead; have a good time with your little playmates, but be very careful not to marry the wrong one. It would be so hard on her!

HELP YOURSELF!

Key Number 45

NOBODY understands human nature better than you do, but sometime the rose-colored lenses fell out of your spectacles and blue glass or green was substituted. Do you know when it happened, or was it gradual? Were your youthful illusions shattered by the Princess Charming throwing a tantrum or did you catch her in a lie? Such shocks leave a deep scar that is slow in healing. Something has given you a contempt for women, and that contempt is not good for you. It is eating into your soul. It is making you show an intolerant aggressiveness that is foreign to your true nature.

When you try to get along without friends you become intolerably lonely. When you try to get along with friends, you suffer intensely from the necessity of adaptation. Being friends is not an easy matter. Being a sweetheart is even more difficult, especially to a man like you, who refuses to blind himself with illusions. You see, your trouble is that while you have discovered that no one is perfect, you have not yet reconciled yourself to that fact. A cynic is a man who continually grieves over lost illusions. Aren't you a little like that? Shift your attention from the question of whether or not you can like this girl or that one to the question whether or not you can make girls like you. Choose the very finest, friendliest girl whom you know and set yourself the stunt of making that person like you. You will be surprised to find how quickly you can do it. It will make you feel better about girls.

Key Number 123

THE elves were at your christening party. They left you a gleam in your eye and a song in your heart—and some kind of quirk in your brain, whether a good one or a bad one cannot here be decided. At any rate, on the social side you are a vast success. Yours is a charm that cannot be copied, a spontaneity that cannot be acquired, and a gaiety that cannot be assumed.

Make the most of these things in your youth, but do not depend too much on them as you grow older. There are men who in business are grand promoters but as executives are a total loss. Take care not to be one who is always starting something, in business or in social life, but never seeing it through to the end. Sooner or later some woman will come into your life who distrusts you because of your very charm. Though she responds readily to that way you have with you, she will keep her head enough to wonder whether to-morrow you are going to forget her and talk all day long about Mary. Popularity, to last, must be based on character, young man, character.

HELP YOURSELF!

Key Number 124

OH, dear, dear! what a pity that an almost perfect character should be marred by one fault! And how often people have spoken about it. Yet you've done nothing to cure it! The fault is that you don't like the rest of us, in spite of the fact that the rest of us like you—in your pleasanter moments. This is what keeps you from being universally and continually popular; it would keep you from ever being popular at all if you hadn't so many charming characteristics to compensate for the way you scowl at us. To be successful at love-making you must not look with displeasure upon Katharine because she is too boisterous and contemptuously upon Eliza because she is so dumb. If you want a girl, you must begin by having several. Be less choosy.

A man like you is likely to believe in love at first sight, even though (perhaps because) he says he doesn't believe in love at all. Love at first sight is likely to occur when a man has a great deal of repressed love in the system and no particular place to put it. Prudence tells him that his income isn't large enough for marriage and that love-affairs outside marriage are dangerous. So he firmly resolves to commit himself to no girl. Then one day when he is off guard, his love flies out unbeknownst to him and lights on a curl or a dimple. Because it has been repressed so firmly, it now bursts forth with a hell of a yell, and no one is more surprised than the young man! Love at first sight is deliriously delightful while it lasts, but, oh, what wreckage it leaves behind!

GET YOURSELF A GIRL

Key Number 125

WHEN you are invited out to dinner, do you choose the most expensive item on the menu? Do you hold forth about what a "live wire" you are? Or do you talk to the timid guest and help the ladies into their wraps? Little courtesies like these will get you farther than self-praise. You need to concentrate less on your own affairs and take a more friendly human interest in the things other people are concerned about, however trivial they may seem to you.

It always seems such a pity when a man with fine qualities is known chiefly by his less likable traits because he insists on emphasizing the latter. The chances are that you have never thought much about yourself. "That's the way I am," you say and although sometimes you say it with a sigh, yet it hasn't occurred to you that you do not need to stay the way you are. You are no painting by an Old Master, finished and faded and set forever in its appropriate rank. You are more like one of these marvelous office buildings still under construction. There is yet time for you to put more windows into the walls and add a sky-aspiring tower.

To come back to practical details, the girls like you best in the moments when you are simple and natural, not striving to impress them and not apologetic. Do not try to win a girl by telling her how rich you are going to be. Wouldn't you rather have one who liked you for yourself than one who merely wanted to go up with the tail of the kite?

HELP YOURSELF!

Key Number 134

YOU are pleasant and popular, you make both men and women like you, and you try to give everybody a good time. If you want more girls, all you need to do is to take up tennis, hiking, motoring, dancing, swimming, or something else that brings you in touch with more people. Your circle will soon widen. Because you get absorbed in your work, you are good at anything you try to do—especially making love.

Nevertheless you must take into consideration that there is more to love than moonlight and violets, and Her favorite perfume. Love is the outpouring of a generous heart, the expression of an affectionate nature, the noble vehemence of a mature soul. It necessitates the assumption of heavy responsibilities and an adult delight in successful coöperation. No mean nature can sustain an ardent, continuous, tumultuous, and increasing attachment. So seldom is a grand passion successfully handled by those on whom it briefly descends that it is generally looked upon as the prelude of tragedy. You have qualities which make it possible for you to support so high and difficult a comradeship.

GET YOURSELF A GIRL

Key Number 135

YOU make a hit with many girls, but not with all, so you probably want to know why a certain charmer has eluded you. Was it because you made haste too quickly? The minute a thing is out, it loses its potency. The unsaid appeals to the imagination and creates an atmosphere of romance. (But this applies only to love-making; in other relations frankness is valuable.) Perhaps, however, your failure may have been due to the fact that you were not really interested in the girl and her problem. A girl should not always be the listener. Or do your compliments lack subtlety? Compliments should not be ready-made, but carefully cut to fit. It may even be that you omitted compliments altogether. Delayed compliments have their value, but a lack of expressed or implied appreciation of the other person's fine qualities will not win the gratitude of the normal girl.

You have so many unusually fine traits that you do not need to push forward in the manner you sometimes do. Don't hog the limelight, because it makes inferior people angry. Play your part as if you were in an all-star cast. Maybe your attention has already been called to this tendency and you have corrected it. If so, you have discovered your unusual ability to bring other people out. You are kind and generous and appreciative of others. They trust you and appear at their best with you. Be sure to get a girl who has in her something worth bringing out and see what fun you get out of placing her in the spotlight.

HELP YOURSELF!

Key Number 145

You have deliberately tried to make yourself over, so much so that in your effort to overcome a natural sensitiveness you have gone to the other extreme and donned a suit of armor that cannot be dented by anything short of a battle-ax. As most girls do not like to wield battle-axes, they find you trying. It is only your generous appreciation of the other person's gifts, and your friendliness (diluted by a tendency to criticize) that make them like you at all. Try to work out scientifically your best "line." Study the occasions when you are successful or unsuccessful and find out why in each case. This business of popularity with girls is an interesting study psychologically. One cannot be a social success either by sitting silent in the back seat or by elbowing noisily to the front.

Girls do not like a man whose feelings are constantly hurt, any better than they like skating on rotten ice. When you feel that sharp stab which follows some one's thoughtless remark, ask yourself the following questions: "Did she intend that or didn't she? Did I deserve it or didn't I?" If she did intend it and if you did not deserve it, chuck her. If she did not intend it or if you did deserve it, don't chuck her. Use your natural sensitiveness to understand others, not to watch your own reaction. If you get your attention off yourself and upon girls, you can be one of those rare and sought-for creatures, a man who understands women.

GET YOURSELF A GIRL

·Key Number 234

You may be a college professor happily writing books on learned subjects, or you may be a business man reading the books that others write. You have an excellent chance to make real friends, who will appreciate your warm admiration for them, and your good breeding as well as your smooth-running mind.

In case you have not yet developed the gregarious side of your nature, the following methods are recommended: Join a club of both men and women. Go to church social affairs. Make a habit of talking with pleasant people whom you meet on trains and in other casual ways. Nice girls can be "picked up" if a man goes about it courteously. Join a walking club with girls in it. Join a study club, likewise containing girls. Start a reading group. Learn to swim, play tennis, golf, or drive a motor-car. Dance, play bridge, and flock where girls flock. An extra man is always welcome. Do not allow an aggressive girl to choose you, unless you also choose her.

You will automatically adjust yourself well to life, for though you would be perfectly happy curled up in your shell, your natural liking for people tends to bring you out now and then. Your girls may not suit your women relatives, but you will never see their faults.

HELP YOURSELF!

Key Number 235

You are trying too hard to be popular, and when girls are bored by you, you only redouble your efforts instead of letting them alone. Your conflict is that you want to stay at home quietly and yet you feel that you ought to be out in the world improving your opportunities. Perhaps you inherit these two characteristics from dissimilar parents. Do not try so hard to please; do not, in spite of historic advice to the contrary, "strive to be polite and clever." Your brain is a willing horse; don't beat it. Let the other person do some of the entertaining.

Cultivate the habit of listening to a girl's conversation as if it were really worth hearing. Put aside distracting thoughts and bend your mind to her problem of how not to ask Jenny to the party without hurting Jenny's feelings or how to get a suitor for Kit. Look at her while she is talking, with a nice mixture of attention and admiration. Let her take the lead if she wants to.

Learn to do exactly as you like, always provided you are not getting in the way of some one who wants to do what *he* likes. Relax. Watch the other person. Have you ever studied the expressions of a girl's eyes and mouth, and the inflections of voice that warn you when you are staying too long? If you suspect that you are, stay not to make excuses, but run like Cinderella. You're a lot better than the next man, even though you haven't yet found out how to use your good qualities to the best advantage.

GET YOURSELF A GIRL

Key Number 245

WHEN a shy person tries to swagger, the result is not what he intends. Now, you are shy. Do you ever talk too loud, utter cynical remarks which you don't really mean, and then later on at home that night call yourself names you never would stand from anybody else's lips? You may not do exactly this, but as the cards fell they indicate that you do not show your best side any too often. This is rather stupid, for what good do fine characteristics do you if you keep them forever hung up in the closet out of sight? The moths may get into them, and then where will you be! You will have nothing left but those tiresome traits that are only a part of you, and of which you are yourself exceedingly weary. Try wearing your good manners every day. You will be as surprised as anybody to see how popular you are.

A cordial attitude is the foundation on which many a friendship has been built, and out of friendships come the most enduring love-affairs. Put more attention on the friendliness you give out and less to measuring what you receive. If you give out love, you are likely to take love in, but it is the giving out that makes one comfortable and warm around the heart. Loving is the pleasantest occupation in the world, and one's skill grows with practice. Charm, which wins love without effort, is at bottom a natural and unconscious liking for everybody. Turned upon one particular person, it is irresistible. Do not confuse flirting with loving. Flirting gets a man into trouble, but love binds up the wounds—sometimes.

HELP YOURSELF!

Key Number 345

YOU are a fine person who might be liked three times as much by admiring ladies if you would overcome one slight fault. You over-compensate for your shyness; that is, you are given to rushing in where angels fear to tread softly, simply because you are ill at ease. You try to kiss a girl before she wants you to. You must get some awful snubs! All the time you are cursing yourself for your clumsiness and thinking it is much worse than it really is. Now, you like girls and you understand them. No finer social traits exist. Why, then, are you nervous? Keep on liking them and understanding them, without trying to show them that you are equal to all occasions. No one can resist being liked.

Friendships and love-affairs more or less happen. Put yourself in the way of meeting the kind of girls you like and don't try to hurry acquaintanceships overmuch. Love that holds is based on kindred tastes; clubs for "lonely folks" never succeed, because they are artificial attempts to match up highly individualized people. Find girls who like what you like and pick out one who plays the game according to your standards. When your bumptiousness annoys her, simply say you're sorry and try not to make that particular break again.

GET YOURSELF A GIRL

Key Number 1234

YOU are all kinds of a dear—as nice in your own home as at a party. You do not need to put your best foot forward, for with you one foot is as well shod as the other; and you do not need to be told how to get a girl, because you can get all you want. You instinctively listen to what people have to say and manage to direct the conversation along interesting lines. You are lovable, cheerful, alert, tactful, and kindly. Any girl who doesn't like you is all wrong, and you'd better tell her so!

Your very fineness may prove your undoing, for what are you going to do if you walk down a church aisle with an angel face framed in a bride's veil and learn too late that the lady is an angel in face only? Some men can defend themselves from horrid wives by being even horrid, but you will be a complete failure if you try that. If you live in one of those sections of the country where it is considered very rude indeed for a gentleman to neglect to tell a lady that he loves her the third time he meets her, you can safely follow the custom of the country so long as your income is too small for even a romantic girl to consider marriage, but as you value your happiness between the first and the fiftieth wedding anniversaries, be very careful how you commit yourself after you earn one hundred and fifty a month. Kisses, yes. Words, no. Unless even the girl's own brothers speak well of her. You cannot judge her at all, but they can. You deserve a grand wife.

HELP YOURSELF!

Key Number 1235

YOU work so hard to give a girl a good time that it seems unkind to find fault with you. Perhaps your main trouble is that you push your virtues until they begin to look like faults. Don't try so earnestly to make a hit and you will strike the bull's-eye more often.

Very probably the underlying cause of your blunders lies in underestimation of your good qualities; you force them unnaturally in order to reassure yourself that you possess them!

Since you are such a really good sort, it might be an excellent idea for you to make out a list of all the qualities you have which appeal to women. Do this when no one is around, so that you will not be teased about it. The list will be so long that you will be surprised. There is, for instance, your friendliness; your complete lack of snobbishness; your interest in other people; your pleasure in their happiness; and, best of all, your cordial, genuine liking for women. A number of other attractive characteristics are indicated by your answers to the questions. Now, since you are so delightful a comrade and desirable a lover, you can afford not to work so hard at it. Ease up! Relax the tension! The girls will like you better.

GET YOURSELF A GIRL

Key Number 1245

YOU have something in common with almost every one you meet, but you are hampered by lack of unconscious good-fellowship. You are too apt to be aware that the woman who looks at you with adoring eyes is not the girl of whom you dreamed, and that the boss who gives you a raise has not increased your pay as much as you expected. The keen understanding which you have of other people's reactions should help you here. Do not rush into situations and intimacies in the precipitous fashion that is natural to you. Go slow enough to be sure you are making the approach that will gain the end at which you aim. Many girls do not like a quick worker. They like to feel that a man wants to say something but doesn't. You do not use your excellent intuition as much as it deserves:

If a girl has on a becoming dress, speak of it. If you enjoy being with her, tell her so. Does she play well? Dance well? Has she a good line? Let her know you appreciate her attractiveness. Whenever you have a pleasant thought about her, put it into words. Say it directly and seriously, so she cannot fear that you are kidding her. Every night ask yourself how many sincere words of praise you have uttered that day. Sincere, mind you. Flattery is no good, except with dumb ones. If you don't find many traits to admire in girls, the fault is yours, and you can train yourself to observe their attractions as well as their shortcomings. Never mention the shortcomings. Dwell on their pleasant traits.

HELP YOURSELF!

Key Number 1345

YOU are given to "rushing" a girl without paying enough attention to whether or not she wants you around all the time. You are most fortunate in your appreciation of girls, but you have not learned how to make them run after you. Stay away for a while and see if She telephones to you. Don't try to make a girl jealous, because that's a cheap trick that usually doesn't work, but distribute your calls and invitations unless you have come to an understanding with one girl. This is not criticism, but advice to help you get the right girl.

Lots of girls are extremely susceptible to the sterling virtues in men—honesty, perseverance, loyalty, and like qualities. A man doesn't have to have a lot of parlor tricks or write verse or drive a sports car to stand well with sensible girls—and you know there is positively no reason for thinking that sensible girls cannot be distractingly pretty! A girl thinks no less of a chap because her brothers and father speak well of him, nor is she alienated by knowing that her mother likes to see him in the porch hammock. Traits that attract girls include truthfulness, thrift (judiciously practised but not over-emphasized), adaptability, punctuality, neatness, and a clear head in a crisis. Girls judge sweethearts more or less with an eye turned husbandward, and salt-of-the-earth men are in demand for permanent attachment.

Key Number 2345

HAVE you been reading high-pressure salesmanship literature?—how to make people buy what they do not want, live where they do not wish, and read what they do not choose? For you have developed an aggressive manner that some girls like and others hate. You invite snubs, and suffer horribly when you get them. Why, why, why do you act in a way that is foreign to your nature? You are so pleasant and likable and understanding that girls would sing your praises if you didn't alienate them with your—yes, let's say it right out—your bad manners! Stupid man, to hide a delightful personality under a clumsy disguise!

You are terribly sensitive, though few girls realize it. Use this to comprehend what individual girls like, what pleases them, what attracts their favorable attention, and what makes them talk well of you behind your back. The bad side of sensitiveness is that it makes one susceptible to suffering; the good side of it is that it enables one to understand others. A thick-skinned man can never understand woman. You can, if you will take the trouble.

HELP YOURSELF!

Key Number 12345

You want to be a success in this world and you think that a successful man must elbow his way ahead without too much concern for those he pushes aside. You know where you came from, where you are, and where you are going. You consider also what people think of you and how they feel about you; and that keeps you within bounds, but sometimes you misread them. If a girl withdraws her hand, you think she is being coy and you take the other. You mean well, and it is true that a large dose of affection often cures indifference; but not always.

You are so genuine and wholesome and gregarious that you do not take into account the thin blood and restricted friendliness of many girls. You have the ability to love far more deeply than the average man is capable of doing; be sure you choose a wife who can reciprocate and not one who is annoyed by your impetuosity. Your type is too often attracted to the cold, calculating coquette. You think you can win her heart, but the truth is that she has no heart to win. On the whole, the girls love you, but sometimes they wish you didn't send up so much spray as you shoot ahead of the other boats. Be considerate and keep your cut-out muffled.

WOMEN MUST CHARM



WOMEN MUST CHARM

EVERY woman can be charming. Charm does not depend on youth, looks, social position, or money. Charm is the result of wishing to please, and directing one's efforts intelligently.

Intelligent endeavor is important. We used to be very stupid about the matter. In the late respectable eighties, for example, a girl expected to win a desirable husband by snubbing suitors right and left. Their ardor was supposed to flame higher the more unkindly she treated them. During this same period society worried a good deal about the old-maid problem.

When one of these icy maidens did marry, her technique was supposed to change overnight, and without any preliminary practice she was to become kind, tolerant, and understanding toward men.

About this time the "merry widow" and the "college widow" became popular, because a widow did not need to be so hateful to men as a "nice girl" must be! The widow gag got over every time in the funny paper and on the stage. A widow dared to be her own delightful self.

To the credit of the sex be it recorded that girls have abandoned the clumsy technique of pretending to disdain men. A girl is as charming as a widow nowadays, for she understands that men hate snubbing as much as

HELP YOURSELF!

women do. Men detest being criticized. They have feelings that are easily hurt. They crave encouragement. They thrive on admiration. They like a girl to like them. Every one is more comfortable under this new system, and we have stopped worrying about spinsters.

Women now study charm. There are women who are naturally charming, just as there are people who can play by ear, but not many. The music of the person who can play by ear is improved by study and practice, and so is natural charm. Practise charm on your family until you feel that you are competent to perform in public. Even charmers like Helen Hayes, Mary Pickford, and Ethel Barrymore were not born with the sure technique through which they now get results.

Do not copy another woman's charm. Develop your own. Don't try to be kittenish if you look like the Statue of Liberty. Don't pretend you have read a book when you have only glanced at a review. Don't affect indifference when you are really thrilled to the bone. In brief, have the nerve to be yourself—your most attractive self.

TO FIND THE KEY NUMBER

READ each of the following questions carefully and after impartial consideration answer "yes" or "no." An omission is construed as a negative answer. If you feel you cannot answer definitely, give whichever answer seems to have the balance of weight on its side.

If your answer is "yes" to more than half the questions in a group, the number of that group is included in your key number. If "no," the number is omitted.

For example, if you answer "yes," to the majority of questions in Groups 2, 4, and 5, but "no" to the majority of questions in Groups 1 and 3, your key number will be 245. Look for the answer to your problem under that number.

See example on page 94.

EXAMPLE

GROUP 1	GROUP 2	GROUP 3	GROUP 4	GROUP 5
A Yes	Yes	No	No	Yes
B No	Yes	No	Yes	Yes
C Yes	No	Yes	No	Yes
D No	Yes	No	Yes	No
E Yes	No	Yes	No	No
F Yes	No	Yes	Yes	Yes
G No	No	Yes	No	Yes
Yes	No	Yes	No	Yes
1	—	3	—	5

Key number = 135

Questions

WOMEN MUST CHARM

For directions see pages 93 and 94.



GROUP 1

- A—Have you physical vitality?
- B—Are you stimulated by an audience?
- C—Do you like to dance?
- D—Do you throw yourself into things with your whole heart?
- E—Are you quick at a conversational come-back?
- F—Does your family try to quiet you?
- G—Do you like to show off?

GROUP 2

- A—Are you considered original?
- B—Do you give your friends unusual gifts?
- C—Have you a lively imagination?
- D—Can you think up ideas on parties or decorations if called upon?
- E—Do you enjoy making your letters amusing?
- F—Are you a day-dreamer?
- G—Would you like to design your own dresses?

GROUP 3

- A—Do you like to have awfully good things for your friends to eat?

HELP YOURSELF!

- B—Do you enjoy another's good fortune without envy?
C—Have you a friendly feeling toward both labor and capital?
D—Do many people tell their troubles to you?
E—Do you try hard to get your friends what they want?
F—Are you a match-maker?
G—Do the girls like you as much as the men do?

GROUP 4

- A—Do you enjoy your own parties?
B—Would you be undisturbed if called upon to make a speech?
C—Do you seldom blush?
D—Do you keep your poise when you make a social break?
E—Can you enjoy yourself if you wear the wrong clothes to a social gathering?
F—Do you take small disappointments philosophically?
G—Do you feel nervous when there is a pause in the conversation?

GROUP 5

- A—Do you wear good clothes when you expect to be alone?
B—Do you shrink from reading about murder trials in newspapers?

WOMEN MUST CHARM

C—Do you read poetry?

D—Does the problem of the poor trouble you?

E—Would you prefer a present of flowers to one of candy?

F—Is idealism a help to living in this world?

G—Do you wish you could do more for humanity?

Key Numbers

WOMEN MUST CHARM

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2	"	"	103	125	"	"	119
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12	"	"	107	234	"	"	123
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WOMEN MUST CHARM

Key Number 0

YOU lean neither to one side nor to the other. Therefore you are in a position to decide for yourself what kind of charm you would like to have and then set about developing it, in that practical way that is characteristic of you. Do you want to be a poised woman of the world? Practise sitting quietly when you talk and be sure not to fuss with your beads or with things on the table. Do you want to be peppy? Make a point of being thoroughly rested, then go to the theater or get yourself a new hat and the pep will come. Do you want the charm that comes from kindness?—the charm that makes people love you instead of envying you? Then practise small courtesies. Say something to the elevator man or the newsman. Give some girl you know an unexpected small present, like a handkerchief that matches her new dress. Or lend a ready ear to the man who has a problem on his mind.

Listen with your mind as well as with your ears. Do not sit on the edge of your chair as if waiting a chance to rush off, but relax your muscles and be comfortable. Think about what the man is saying and not about what you are going to reply to remarks he hasn't yet made. You are more likely to have the right answer on your tongue if you know what he is saying than if you are worrying over whether or not you are going to be able to be clever. Oh, if women only knew how charming to man is a sympathetic listener—of the opposite sex!

HELP YOURSELF!

Key Number 1

YOU are difficult to understand, probably because one of your parents (or both) has strongly influenced you and you have not yet become well acquainted with your own personality. One thing you can count on: you will not be overlooked. You make yourself felt wherever you go. You do this partly because you are not really sure of yourself and you wish to be convinced of what an important person you are! As you grow better acquainted with yourself your charm will not need to be waved in the air so vigorously.

Such conscientious gaiety as yours is likely to alternate with periods of depression. Very likely you withdraw from other people during these times and nobody but you knows how you suffer. Here are some ways of banishing the blues: Break the chain of associations which is keeping you despondent; go to a *matinée*, read a book, or indulge in some other treat. Renew your self-confidence by doing something that you do well; bake a cake; put on your best frock or buy a new one. Do something for somebody else; call on a shut-in, write a letter you owe, or in some other way get a feeling of honest complacency. Get yourself happy as quickly as you can, for happiness is the foundation of popularity.

WOMEN MUST CHARM

Key Number 2

You were born with charm; that is why you have to be very, very careful not to be like the hare and take a nap because you feel so sure of winning the race. Your charm is the kind that can never be acquired and must never be imitated. It is the charm of early morning cobwebs and moonlit pools. But it is a fragile charm. It vanishes under the hot, practical light of noonday sun. The appealing wistfulness of childhood may degenerate into a boring demand for sympathy; the girl who is softly mysterious may become a woman with a perpetual yearn, with only the long earrings left to distinguish her from the hard-headed materialist.

Do not try to kill the flower-charm that is yours, but keep it from lapsing into emotional infantilism. The child who looks up engagingly from his first sum and says, "You do it!" shows a delicious bit of inconsequential ego, but the woman who looks for praise because with pseudo innocence she cheats the lunch-room or the bus company, bears watching as a household companion. If you have steered away from these rocks, however, yours is a charm that will win the world.

Are you worrying? Few men like a worrying girl; perhaps instinct tells them that she is likely to develop into a nagging, whining woman! If you have the tiniest tendency that way, nip it in the bud. Chronic anxiety sometimes comes from inability to make decisions; it is easier to worry over the situation than to take steps to alter it. Sometimes it comes from evading chores; it is easier to worry than to work. Sometimes it is caused by fear of failure; it is easier to worry than to risk being unsuccessful. Worrying is the easiest action in the world—and one of the most unattractive to men.

HELP YOURSELF!

Key Number 3

MAKING people comfortable gives you genuine satisfaction. On your table the steak is never tough, nor the potatoes soggy. The mattresses in your home are soft and chairs are easy. You do not spare yourself in your efforts to have things right. Your danger lies in over-assiduosity. A too-good housewife apologizes for biscuits that need no apology and is likely to have too many kinds of cake. She sometimes presses her guests to eat more than they want and worries them with her fears that they are not at ease. Is the emotional atmosphere of your house as delightful as its physical aspect? Do not pester with politeness.

It is perhaps to your advantage that you have little of that now fashionable quality called "pep." You can cultivate serenity. Few men like pep all the time. "I don't want a girl who is always wanting to go somewhere!" complains a youth who is a connoisseur in the species. Some men don't like a jumping-jack girl at all. "There was only one girl at the dance who had long hair," a young man comments, "and she had it coiled behind her ears. She was quiet and restful—what you call old-fashioned, only really she was up-to-date." In this age of competition a brave girl acquires individuality by being—herself. If she is naturally the restful type, she may encourage herself by remembering that men still travel to Europe to look at pictures painted by the Old Masters, and these pictures never represent a giddy damsel but always a woman of calm, contented beauty.

WOMEN MUST CHARM

Key Number 4

YOUR chief asset is your self-control, an outward manifestation of your inner adjustment. Your danger is that having satisfactorily worked out your own philosophy, you expect every one else to live up to it. In other words, you may tend to be intolerant, especially toward those who attract by qualities that are the very opposite of your own. Confess: aren't you a little annoyed when a noisy, illogical, unbalanced flapper makes a hit? Remember, she may have a warm heart, a lively mind, and an unworldly outlook, which are just as much needed as your good judgment and well-controlled tongue. Besides, you can console yourself with the thought that you know how to grow up better than she does; and growing up is the one thing that we all have to manage, however badly prepared we are for that woman-sized job.

In your relations with men be sure not to steam-roller them into taking you places or coming to call. Never let them feel that you are making them toe the mark. And this is as important after marriage as before.

HELP YOURSELF!

Key Number 5

SOME people are charming because they lack self-consciousness; they have the spirit of natural woodlands and wild birds. You are charming in spite of self-consciousness that comes from internal questioning and questing. When your charm is really developed—which will probably be when you are free from the influence of those nearest you—it will suggest the tranquillity of wide velvet lawns, slow-moving peacocks, and well-groomed flower beds. You are not artificial, but you are civilized.

Woman's reputation for changing her mind is given to the whole sex by women of your type. Probably you are on your guard and change your mind only often enough to be charming, but it is a dangerous charm. Just as an overworked dimple deepens into a crease, so variability develops into indecision. Here are suggestions for avoiding that unattractive characteristic: When dealing with a troublesome matter, get acquainted with your problem from all sides. Figure how many courses of action are possible. List the advantages and disadvantages of each. Which has the greater advantages? Are you willing to pay the price? Decision is a process of selection. Choose the course which will most nearly satisfy your ideals. Apply this general course of action to social situations, choice of friends, and what you are going to serve for refreshments. But don't take things too seriously!

Do not hesitate to contribute something to the conversation. Make a point of knowing many men, even though you would rather run away from them.

Key Number 12

ANYBODY who has the number of beaus you have may think she needs no advice about how to acquire charm; and perhaps she is right. But she may need advice on how to keep it. For you are a sister to Peter Pan, but instead of living in the Never Never Land, where you don't have to pay bills and empty refrigerator pans, you live in Hartford, Connecticut, or Elgin, Illinois, or some other place that is full of real automobiles that may run you down, and four-sided buildings with gas-ranges or typewriters inside.

Don't try to hold on to a childish charm when it begins to get somewhat wrinkled, but develop instead the easy poise of maturity. Don't be a fascinating flapper at sixty who thinks she must have a chaperon for fear she'll be talked about. But don't throw away the gifts the gods gave you, just because you see others that are equally desirable. You can keep your elfin sprightliness even if you get over being afraid of mice. Men will not cease to be captivated by you just because you learn how to spell, or to keep the type clean in your typewriter. Your real trouble is not that you overestimate your present graceful traits, but that you underestimate your ability to develop the substantial everyday virtues. You can cook a steak as well as you can arrange flowers.

HELP YOURSELF!

Key Number 13

If you only realized how fine you are, you would be even nicer than at present. You underestimate yourself. You are surprised when men like you. You think other women smarter and more successful than you are, and it makes you uncertain. You have a conflict going on within your soul, and because you are a vigorous personality, that conflict pops out in unexpected guises. You insist on paying the car fare or the luncheon check when others don't want you to; or in doing more than your share of the work; or in taking the uncomfortable chair. Practise accepting favors with gratitude. You are apt to deny others the pleasure of doing things for you.

You are given to hoping that things will be better in the future, but when the future comes, it is the present again. So wouldn't it be wise to ease up that nervous tension right now, this very minute, and begin enjoying your friends and surroundings and your own nature?

You probably fear making mistakes. What if you do? Other people make mistakes and apparently don't mind them. The skies don't fall when you forget a name in introducing two people. Nobody pays much attention when you knock over a glass of water; nobody but you, that is. Have the courage to face anything that comes from going bravely ahead instead of hiding safe in a corner, and after a while you will wake up to the delightful fact that you no longer make breaks!

WOMEN MUST CHARM

Key Number 14

YOU are the kind of person we feel free to criticize, for we can talk to you as man to man, knowing that you will look us fearlessly in the eye and answer back if you feel like it. You won't go and cry in the corner if your feelings are hurt. You've learned to grapple with the world with an experienced hand.

Well, then, the trouble with you is that you don't love your fellow-men. You admire us when we deserve it, but you don't run to pick us up when we fall down. Perhaps you think we deserve to fall down if we don't look where we're going. The exercise for you is to learn to love a little every day, by working not on your emotions but on your sense of justice. Here are the three points you must remember:

- 1 Admit what good qualities people have.
- 2 Find excuses for their bad qualities.
- 3 Realize that your lack of affection for others is *your* lack, not theirs.

What kind of charm have you? The charm of clear-eyed courage, self-assurance, stimulating alertness. In a drab world you flash like a new sword.

HELP YOURSELF!

Key Number 15

STOP straining and worrying, and strike a moderate pace which you can maintain for years on end. Take time to enjoy yourself. If you have a good time yourself, others will have a good time with you. Every one admires you now, but sometimes they find you too tense for comfort.

Maybe it will help you if you write down on paper a list of the many things you have accomplished during the past two months. The improvements about the house, if you are a housewife, like curtains to let the sunlight in and a pansy bed beside the front door. If you are a mother, perhaps you have broken your youngest of sucking his thumb or have made your eldest two new frocks of the blue that matches her eyes. If you are a business woman—oh, the list will be so long that you will have to paste two sheets of paper together!

Be honest, now; write them all down and take a half-hour off to admire yourself. You need to realize how much you accomplish.

WOMEN MUST CHARM

Key Number 23

You are always doing for others in your quiet and sometimes unexpected way. People would think you pretty nearly perfect if you did not call their attention to your failings. Your minor faults bulk too large in your own eyes and you call others' attention to them by your manner if not in words. Be as kind to yourself as you are to every one else. Get the new frock, and when some one says how pretty it is, don't tell that it was marked down. Say: "Do you like it? I'm so glad. I think it is pretty, too." Accept the praise and thanks that come your way, for you deserve them. Remember that a man likes a woman to enjoy his pretty speeches.

A woman of your delicate sensibility is likely to get hurt a good deal in this rough world. If you are like this, be on your guard against exaggerating your discomforts. Many girls expect special concessions from men because they have shy, retiring dispositions. They want to be taken care of and relieved of social responsibilities. But these are the very girls whom men are likely to avoid. A man wants a woman who does her share of the talking, who can manage a social situation, and who gives her men friends a feeling of ease. This is the reason that rather young men are often attracted to older women whose experience has taught them how to avoid the chance of embarrassment for themselves or others. Older men, who have attained social facility, generally prefer young girls who have the fresh enthusiasm the men themselves have lost.

HELP YOURSELF!

Key Number 24

DON'T bring up your dog badly. He may be your dog, but he has to live in a world of many people. Try to think of his point of view and don't expect him to understand the difference between a tweed skirt and a satin one. The same general line of advice applies to husbands, and other solid facts that must be taken into daily account.

Yours is the kind of charm that grows greater instead of less as you grow older. Perhaps at seventeen you were not so popular at a dance as the other girls, but at thirty you were, or will be, the kind of woman that men turn to because of your keen mind and restful self-possession. You have probably given, or will give, intelligent thought to the problem of how you can develop yourself mentally and make your appearance pleasing and striking. But you may not have tried to look at the world through the eyes of other people, especially men, and most especially one everyday business man, who gets tired perhaps because he has been working to pay for your intriguing new house.

Do not fear to gild the lily by adding new delightful qualities to those you already possess. Your quiet, amusing ways, your readiness to face unpleasant situations, and your ability to make quick and accurate decisions, will endear you to the people you are with, and especially your husband, if you remember that they are personalities as well as friends, husbands, fathers, uncles, bosses, or office boys.

WOMEN MUST CHARM

Key Number 25

YOU belong in the "different" class. A great deal goes on inside your brain, and even those who know you best guess wrong when they try to analyze you.

A retiring person like you is in danger of giving up to others without a struggle, while resenting the imposition afterward. Beware of being a martyr! Don't let another girl walk off with your beau, without putting up a fight with her—with her, note, not with him. Get yourself a new hat and a fresh line of snappy talk or whatever it is in you that first attracted him. A woman who wants peace more than she wants her own way must be on her guard lest she invite people to walk over her. Nothing incites a domineering person to irritating bossiness more than a hint of martyrdom on the part of a possible victim.

Your best qualities are your spirituality and your unexpected, often humorous, way of looking at things. You could really add to any conversation. But how you hate to be "brought out" by some well-meaning friend or relative who thinks you are not getting the limelight you deserve! However, the way to circumvent them is to bring yourself out first. Use the formula of the flapper who suddenly discovered how to be popular. "The thing to do," she said, "is to jump right in and talk!"

HELP YOURSELF!

Key Number 34

EVERYBODY loves you. If somebody doesn't and you are troubled by the fact, it is probably because that person has an envious nature. It is safe to tell you this, for you are too kind and well balanced to get a swelled head when you hear the truth about yourself. You deal with the practical affairs of life admirably, and although you are not carried away by rushes of enthusiasm, do not yell at ball games or chase the brass band down the street, you are sympathetic with those who do.

Possibly women appreciate you more than men. Have you two very becoming frocks and do you wear them? Do you allow your liking for men to appear when you are with men? Let your admiration for a man shine out of your eyes and even burst out in speech. A man is hungry for approval, but the younger ones are suspicious of flattery. Feed their egos delicately. A middle-aged man's appetite for praise is heartier, especially if he is a married man. Do not hesitate to tell a man that he is perfectly wonderful, for he usually is.

Don't be too sensible about your shoes.

WOMEN MUST CHARM

Key Number 35

WHAT happened to you when you were a little girl, to give you the impression that you weren't up to your friends? Was it straight hair instead of curly or slowness at book learning or poverty? Whatever it was, it robbed you of the sense of security which every child should have and you have never felt actually safe. It has, however, had the good effect of making you strive for kindness and high ideals. Can you not realize that your inadequacy passed years ago and that you are now capable of dominating your environment? Expect men to like you and they will.

The feeling of being less adequate than others, which may come over you like a stifling fog at times, is due to your lack of physical reserve force. When you feel depressed at your inability to accomplish all you wish, go to bed early four nights running. You will find that you can play your part in the game with more zest on the fifth night. It will do no harm if you turn down one or two young men who want to call on you those evenings, but don't let them think you are a sickly girl. Say that you have been going out so much and staying up so late, that you have to call a halt and recuperate.

Throw away your childish timidity toward life and enjoy the struggles which every adult must face in order to advance.

HELP YOURSELF!

Key Number 45

SOME people ought to develop their virtues; you ought to spend some time suppressing yours. You are so efficient, so firmly wise and distressingly right, that the people around you see no reason for developing their own personalities. You'll do it for them. As a matter of fact, you do those nearest you an injustice when you assume so much responsibility for them. Let them make their own mistakes. You don't mind, do you, being told that your only faults are your virtues?

You have neglected your day-dreaming. Although most women are warned against substituting dreaming for doing, you err in the opposite direction. It is very probable that you fall asleep at night planning how to utilize the rest of the roast or figuring how many yards to get for your new frock. Most likely, too, the new frock is chosen on the basis of "suitability" rather than because it makes your eyes grow dark and adds a luminous glow to your cheeks. Shocking!

Exercises for the strengthening of an undernourished imagination are suitable for such a practical person. You will get no satisfaction out of fancying yourself a toe dancer or anything else obviously impossible, but your conscientious spirit will allow itself to play with thoughts of distant goals which may be reached. Imagine your wildest desires realized; plan step by step in their accomplishment; enjoy the relaxation and the uplift which comes from winging a daring flight into the unknown.

WOMEN MUST CHARM

Key Number 123

It is to your credit that you are very charming in spite of being most unsettled in your mind. Usually a groping spirit is about as disconcerting as a restaurant table that needs a wedge under one leg. You are forever conscious of its lack of balance, and it upsets the tumblers and the conversation. You, however, have so many fine qualities that you make people happy even while you make them nervous.

But why feel that you must always live up to your reputation? Why not let the quiet young man amuse you for a change? Not that you should curb your high spirits, for spontaneous gaiety like yours is a rare gift and should never be discouraged. You can, however, take steps to preserve it by never forcing yourself to be lively when you want to be quiet. You will be even more charming than you are now when you feel less eager to please everybody all the time. Do not let yourself be disturbed by pauses in the conversation or by some one's embarrassing comments on your mistakes. Remember that grown-up people have too many important matters in their minds to be very much concerned because a run started in your stocking while you were dancing.

The best thing for you to do is to rest on the current of life, confident that one of your nature will find a pleasant haven. Even when you do not get all the material things you want, your interests are so varied that you can be happy without them.

HELP YOURSELF!

Key Number 124

No one needs to tell you that you are charming, because you have heard it so often that you must be bored with the word. You would like instead to be told that you are a Lady Bountiful, a good fairy to the world, a selfless spirit thinking only of others. Has it occurred to you that the pæan of praise which rises about you omits these items because they are what you lack? This is why the men who fall in love with you sometimes pull out of love more rapidly than they plunged in.

If you are still very young, you may develop a more maternal, thoughtful attitude toward those around you. If you are past early girlhood, get busy and cultivate that most gracious gift, thoughtfulness for others. With that added to your vivacity and your unexpected humor and your easy confidence, you will win the admiration of that one man who is conspicuous in your thoughts because he has always been able to resist you.

A good practical exercise is to see how many dull, stupid people you can fascinate, but don't try it on men, for they may be like those embarrassing stray cats who insist on following you and camping on your doorstep because you said, "Nice pussy!" to them without really meaning it. Begin on children; you are sufficiently executive to keep them from overrunning the house. Or on elderly ladies who disapprove of your generation. Don't be cross with them if you fail. You can learn from your failures how to succeed in other cases.

WOMEN MUST CHARM

Key Number 125

YOU do so many things extraordinarily well that you win high praise. Praise is sweet to all of us and especially to one who, like you, is unduly sensitive to failure. Your danger lies in dodging situations where you will not shine, in insisting that the conversation be on topics of which you know most, and that the game shall be one in which you always are victor. You love the spotlight not because you are conceited or selfish but because you are uncertain and uncomfortable when you are not reassured by constant admiration. Perhaps you had too little praise when you were young and are still hungry for approval. When you are with men, allow them to surpass you, for men would rather look down than up.

You may be unaware of your best trait—a spiritual fastidiousness that gives you an ethereal quality. Bring it down to earth; do not let it become theatrical, a mere pose of the lily in the hand or the baby on the arm. Do not be repelled by the practical side of gardening or the squalls of infants.

HELP YOURSELF!

Key Number 134

YOUR kind of charm suggests daisy fields on a cool summer day, blowing winds, sail-boats—anything that is strong and fresh and clear. You would look your best on horseback, or taking the dog for a walk, or even washing the baby. There is no pose about you; indeed, you may be a little intolerant of those who like to wear long jade earrings and put fans behind their heads. Your charm is the natural kind; you don't have to sit up nights thinking about it. You may not have any particular appeal to young poets, but all the other men are strong for you.

You are the typical successful American girl or woman, with that irresistible charm that comes from gaiety, kindliness, honesty, and simplicity. No one need be afraid to invite you to the ball game; you'll make a hit wherever you go.

WOMEN MUST CHARM

Key Number 135

IMPULSIVE, possibly peppery, is this lady. She not only has a kind heart, but she always does something for a person in trouble—though it is not always the wisest thing. She means well, and usually her beneficiary can say "Thank you." She is somewhat given to panaceas which other folks either oppose or call impractical. She is probably keen for world movements like the League of Nations, or prohibition, or equal pay for equal work, or some other spiritual medicine which the ailing world refuses to swallow.

Very likely your start is better than your staying powers in your undertaking. In this case work to bring your executive side up to your promotion ability. When an engineer puts up a huge structure, he drafts the plans to the tip of the highest tower before the first shovelful of earth is excavated. Your type finds it hard to reduce the dream to actuality. Yet constructive planning is necessary if you are going to avoid crashing disappointments.

Do not fall in love with a man simply because no one else will have him around, and be careful not to marry a man to reform him. Your danger lies in too violently espousing causes; in always passionately defending the under dog, regardless of whether or not he deserves his licking.

HELP YOURSELF!

Key Number 145

YOU are the sort of woman who wants every one to have everything, but thinks one ought to get it for oneself. You never brutally say that other people's troubles are their own fault, although sometimes you are impatient with them if they wail too loud and long. If a man has a sore throat, let him tie a wool stocking round his neck, take something out of a bottle, and stop complaining, is your attitude.

This is because you do not understand that many people are your inferiors. You are above the average in outgoing energy, quickness of perception, and ability to deal with crises. A person like you can either scorn her inferiors—which is your tendency—or can assume a responsibility toward those who are weak and stupid. They didn't make themselves dumb, any more than you made yourself clever!

Children are sometimes put on their honor to do one good deed every day. The idea is that they will get the habit and later strew golden acts along the daily path automatically. Suppose you test yourself for six nights running, by going over your day's actions as if you were the recording angel himself and see how your account balances. Be careful to give verbal sympathy when called for. A man in trouble likes to see tears in the eyes of the good Samaritan.

WOMEN MUST CHARM

·Key Number 234

YOUR whimsical turn might become affectation or even petulance if you had not so much good sense and such a clear appreciation of relative values. Your charm is home charm. You are not a Joan of Arc, but though the radius of your influence is not large, it is very thoroughly covered. You are likely to achieve a lovely, hospitable home and a good husband, for poise and kindliness appeal to all men and are elements in the spiritual diet of husbands.

The question remains whether or not you will get the maximum of enjoyment out of the good things which come to you. Have you acquired the habit of being happy more or less regardless as to whether circumstances justify your being a glad-girl? Some heroines of fiction overdo the matter, but in real life there is little danger of wearying friends by joyousness. You cannot achieve enduring happiness by regarding it as an end in itself. It comes as a by-product of physical health, accomplishment of work, and consideration for others. A girl who has a happy disposition is one who can accept an uncomfortable situation so long as she is powerless to alter it. These are the girls men call "good sports." They do not whimper at discomfort or get mad when they are not the center of attention. It is difficult for any man to make a girl happy; she has to do that for herself—and then give the credit to the man.

HELP YOURSELF!

Key Number 235

YOU have a pretty good time with yourself, even when things go wrong, because you have a humorous view of life and don't expect much for yourself. You would get more attention from men if you allowed them to feel your genuine kindness and if you shared with them your amusing thoughts about queens and parsnips and special-delivery stamps. But never, never tell them what you think about men, for you aren't respectful-minded at all and they would hesitate to raise the car window that sticks or send you the new book you want, if they suspected that you do not consider them highly superior to women. But perhaps you do; in that case tell them frankly how wonderful you find them.

You are good at thinking up new ideas for parties and for making the party go after it is started. You do well in any kind of job that demands resourcefulness and the ability to get along with people. It is to be hoped that you will have a great many daughters, because they will enjoy you so. If your husband has money, you will help him spend it, and if he hasn't, you will get along just as well without it. Don't be embarrassed over the mistakes you make, even if your family protests and tries to hold you back from making them. Most mistakes can be corrected, and those that cannot, usually don't matter much in the end anyhow. It is awfully hard to do actual harm in the world; quite as hard as it is to do good. When you are irritable, you probably need a nap. Do not expend your reserve of strength on minor matters.

WOMEN MUST CHARM

Key Number 245

How well balanced you are! You go your way through life intent on your own affairs and so quietly sure of yourself that you are not drawn into the mad turmoil of clothes-competition, hungry shopping, and feverish pleasure-hunting. You have the charm of one who is on excellent terms with herself and who takes a mild interest in turning the world upside down now and then, just to see how it looks that way.

Turn your intelligence on other people a little more. Put your remarkable common sense at the service of people in trouble. You are not much good in handing out sympathy promiscuously and you will not get on well with sorrowers who want only to wail of their misfortunes, but you can think up all sorts of solutions for unfortunates who really wish to get better jobs, mend their broken hearts, or improve the tone of their human relationships. Encourage men to confide in you, discuss their work, their characters, and their sweethearts with them, speaking only words of encouragement and praise; above all, do not repeat what they tell you!

Avoid any words or actions that might be called unkind, and your ring at the door-bell or on the telephone will bring joy to any house.

HELP YOURSELF!

Key Number 345

YOU are emotionally mature, securely placed in the affections of your friends. You are so charming that even the most envious person would rejoice to hear of some good fortune that had happened to you. It is probable that the delicacy of your spirit is reflected in an appealing daintiness of dress.

If you are still quite young, you may not have reached the serenely happy state that will characterize you later, but you may be sure that you will eventually be able to adjust yourself to life and the personalities that surround you. You have the gift of wanting to think well of every one and your charm is the kind that brings out the best in others. People leave you, rested and refreshed, loving you more than ever and feeling better about themselves. You suggest an atmosphere of flowers, lace, poetry, and repose. Your sweet seriousness is more satisfying to older men than the flippancy of the average young American woman; so don't worry if it isn't in your nature to turn handsprings in the ball-room. You'll come out all right in the end, in spite of this handicap.

WOMEN MUST CHARM

Key Number 1234

You would look well sailing a boat, dancing at a night club, or getting lunch for somebody in your kitchenette, because you enjoy giving yourself and other people a good time. You may be extravagant, but you share your parties and fruit-cake—even your beaux—with your friends. Men like your warm, generous spirit, and your ready forgiveness when they drop marmalade on the parlor sofa.

Young men complain that some girls fall in love so fast with one man after another that no one has any sense of security with them. If this is your custom, hold on to the old loves while you are welcoming the new, because you may want them again later. In poetry the young man scorned is a faithful lover, but observation of living men does not uphold that theory. If you have a heart that loves easily, cultivate loyalty. An experienced and kind-hearted girl can persuade a man that he has a large share in her heart, even if he does not get much of her time.

You need less advice than most girls. What tendency you have toward worldliness you will very likely outgrow. Or else you will make money enough to buy yourself the things you want.

HELP YOURSELF!

Key Number 1235

WHEN you were a child you did such appealing little things as putting a pansy at each place at the breakfast table. You were a joy in the home and an addition to the neighborhood. You have the same charm now, of spiritual, outgoing love and sensitive appreciation of other personalities.

Your only difficulty is that you are not quite adjusted to adulthood. You admire other people so much that even when you face a comrade you see yourself as a little girl adoring an "arrived" young lady. Don't hesitate to come forward, to bring your mental attitude into line with your maturity of personality, and especially don't be afraid of men. Remember that they are no wiser than women—but do not tell them so. Do not lose your pretty admiration for men's superior qualities.

If you are still quite young, how about getting a very sophisticated new dress? One that might be worn by a woman of the world, sipping cognac in the garden of a casino on the Riviera—with an exiled Russian nobleman opposite.

WOMEN MUST CHARM

Key Number 1245

PEOPLE like you at sight. They are likely to rave about you afterward. What they say is all true. You are as clever, as unexpected, as intellectual, as poised, as idealistic as they say. Yes, it is true. You have enough charm to fit out a dozen ordinary women. Why do your friends who love you dearly feel uncomfortable when the chorus of admiration is in full swing? Because you lack one very desirable attribute; a quality so important that sometimes it seems to those who watch you to counterbalance all the excellences you possess. You have not tolerance. You have not loving kindness in your heart.

This is the reason that you are so frequently disappointed in people, particularly men. Do men ever complain that you are charming to them the first few times, but do not exert yourself after you know them? You may even be intentionally disagreeable to them because they bore you so. You think the lack is in them. So it is; but it would not offend you if you accepted human nature for what it is. Live more on the pleasant side of your disposition. Still, perhaps it is just as well that you are not truly kind, for if you were you would be perfection and the angels would carry you right up to heaven to be a model to the saints.

HELP YOURSELF!

Key Number 1345

You have the best charm of all—the quality of reliability. You can be depended on. Nobody is nervous lest you make a scene when things go wrong, or get sick to escape a difficult task. You are all wool, a yard wide, standing on both feet, solid as Gibraltar, as dependable as the granite mountains of Vermont. Your type makes marvelous nurses, business directors, mothers, and school-teachers. It does not always make good wives; often it does not marry at all.

The reason for this last fact is that women of your sort are apt to underestimate the value of feminine charm, although that quality is most important in one who must deal with men. Formerly such women were likely to wear severe clothes, because the qualities they possessed were called “masculine” and they thought they must dress to fit. If you have manly strength and vigor, be careful to develop also your feminine graciousness. You are one whose charm does not depend on youthfulness. In fact, you will be still more attractive in maturity. Each year will add to your experience, tolerance, and kindly interest in the human race.

WOMEN MUST CHARM

Key Number 2345

YOU are a delightful person to meet and you wear well. No one is sure what you will do next, but it is certain to be something pleasant and perhaps amusing. You have ways of your own, and the only people who do not like them are the very conventional sort who want to know beforehand that nothing unusual is going to happen. This unexpected streak in you is your only flaw in their eyes; in the eyes of others it is your greatest charm.

You can't please every one, because you have too much individuality. Men are especially likely to be nervous about unexpectedness in a woman, so maybe you would better cultivate a pleasant bromidity on which they can lean until they get used to you. Nobody can really dislike you, however, because you have so much sweetness and light in your nature.

HELP YOURSELF!

Key Number 12345

YOU have so many kinds of charm that the wonder is that they can all dwell together in one person. You are an idealist, yet you do not use up all your altruism, campaigning for abstract principles. You have plenty of kindliness left to apply to everyday life. You have a lovable nature and plenty of pep. Your conversation is spirited and you can be amusing without being unkind. When you leave, they say, "Come again!"

Sometimes when the fairy godmothers give as many gifts as they gave to you, they think it not worth while to lug in the drab traits of industry and perseverance. While it must be admitted that a will-o'-the-wisp is more romantic than a candle busily brightening its corner, yet as a home the comfortable corner has advantages over a swamp. Our figures of speech are growing mixed, but you get the idea, do you not? Finish the hemstitching you begin. Wash the breakfast dishes before supper-time. Consider whether the new style is as becoming to you as the old. Don't-give-up-the-ship and It's-dogged-as-does-it. If you have the humdrum virtue of endurance in addition to your charms, you will swing joyously through life, a guide, an inspiration, and a support to all with whom you come in contact.

MEN MUST TALK



MEN MUST TALK

THE assumption that the art of conversation has deteriorated since its heyday in the eighteenth century, when Dr. Johnson talked interminably to the attentive Boswell, is without foundation. The confusion comes from the fact that in those days only a few talked while the many listened. To-day everybody talks and nobody listens. Business is chiefly carried on by talking, at directors' tables, over the telephone, and by telegrams supplemented by night letters. Every one knows how much even the office boy and the switchboard girl do to help in this direction. Any executive can outtalk the famous Dr. Johnson, and each has a little female Boswell typist.

In those famous eighteenth-century days the social rivals Mrs. Montague and Mrs. Vesey held competitive evening "Conversations." At Mrs. Montague's the chairs were arranged in a semicircle, with Dr. Johnson at one end, monologuing contentedly. At Mrs. Vesey's the chairs were arranged in groups, giving the minor lights a chance. Dr. Johnson preferred Mrs. Montague's. But Mrs. Vesey's salon was always crowded.

To-day every woman and most of the men feel that talking is a social duty. He who eats must talk. But you may be silent when you're dancing, if your partner prefers silence.

HELP YOURSELF!

The following pages are intended to assist each individual in discovering his or her distinctive talents in the field of conversation. It matters not whether one talks much or little, provided one knows how.

TO FIND THE KEY NUMBER

ANSWER each question "yes" or "no," to the best of your ability. If four or more questions in Group 1 are answered "yes," begin your key number with "1"; if they are answered "no," omit "1" from your key number. In the same way add "2," "3," "4," and "5" to your key number if the majority of questions in those groups are answered "yes," omitting them if the majority are answered "no."

For example, if the majority of questions in Groups 2, 4, and 5 are answered "yes" and the majority in Groups 1 and 3 are answered "no," the key number will be 245.

When you have ascertained the number of the individual whose conversation you wish to analyze, look for the advice under that number.

See example on page 138.

EXAMPLE

GROUP 1		GROUP 2	GROUP 3	GROUP 4	GROUP 5
A	Yes	Yes	No	No	Yes
B	No	Yes	No	Yes	Yes
C	Yes	No	Yes	No	Yes
D	No	Yes	No	Yes	No
E	Yes	No	Yes	No	No
F	Yes	No	Yes	Yes	Yes
G	No	No	Yes	No	Yes
Yes		No	Yes	No	Yes
1		—	3	—	5

Key number = 135

Questions

MEN MUST TALK

For directions see pages 137 and 138.



GROUP 1

- A—Do you frequently know what the other person is going to say?
- B—Do you vary your conversation according to your listener?
- C—Do people almost always take your remarks the way you mean them?
- D—Do you think before you speak?
- E—Are you disturbed when people are not interested in what you are saying?
- F—Are you always following the other person's trend of thought?
- G—Do people tell you that you understand them?

GROUP 2

- A—Would you have made a good teacher?
- B—Do you get irritated when you argue?
- C—Do you hold to your beliefs through thick and thin?
- D—Do you feel obligated to convert people to your views?
- E—Do you think there is only one side to the prohibition question?
- F—Are you ever called stubborn?
- G—Do you harp on certain subjects?

HELP YOURSELF!

GROUP 3

- A—Do you easily find points in common with strangers?
B—Have you friends of both sexes, all ages, and different races?
C—If you traveled, would you rather associate with foreigners than with your countrymen?
D—Have you active interests outside the home or office?
E—Do you find it easy to think up a new topic of conversation?
F—Does interesting conversation in a guest compensate for lack of social grace?
G—Do queer people interest you?

GROUP 4

- A—Does your mind frequently wander when you are talking?
B—Do you sometimes forget to listen to what the other person says?
C—Are you conscious of your clothes while you are talking?
D—Do you think about the impression you are making on the other person?
E—Do you rehearse your conversations afterward?
F—Do you plan your conversations ahead?
G—Are you nervous about your grammar or pronunciation?

MEN MUST TALK

GROUP 5

- A—Do you feel personal responsibility for making a party a success?
- B—Do you enjoy talking?
- C—Do you avoid the chair in the background?
- D—Do you want to interrupt?
- E—Do you enjoy being the center of the stage?
- F—Do you feel guilty when your conversation has been dull?
- G—Do absorbed listeners stimulate you?

HELP YOURSELF!

Key Numbers

MEN MUST TALK

0	see	page	145	123	see	page	161
1	"	"	146	124	"	"	162
2	"	"	147	125	"	"	163
3	"	"	148	134	"	"	164
4	"	"	149	135	"	"	165
5	"	"	150	145	"	"	166
12	"	"	151	234	"	"	167
13	"	"	152	235	"	"	168
14	"	"	153	245	"	"	169
15	"	"	154	345	"	"	170
23	"	"	155	1234	"	"	171
24	"	"	156	1235	"	"	172
25	"	"	157	1245	"	"	173
34	"	"	158	1345	"	"	174
35	"	"	159	2345	"	"	175
45	"	"	160	12345	"	"	176

MEN MUST TALK

Key Number 0

IF you want to start something, drop one of the following conversation-liveners into the painful silence and watch the party wake up. A person of your temperament finds it difficult to break the terrible pauses which are likely to occur when a party hasn't started to "go," on "beau nights," or on Sunday afternoon when the Browns drop in. Ninety per cent of the difficulty in conversation is in getting started. You will notice that the most brilliant conversationalists introduce their own topics, choosing subjects on which each person has a decided opinion, even if they have never thought of it before. Here is a list of subjects guaranteed to make the guests sit on the edge of their chairs and shriek their opinions into the turmoil:

Should a man be paid a living wage regardless of the amount of work he is able to accomplish?

Should illegitimate children have the same inheritance rights as legitimate?

Is jealousy a sign of love?

Is buying on the instalment plan beneficial or detrimental to business?

Think up other conversation bombs, yourself.

HELP YOURSELF!

Key Number 1

Two girls went to a tea. They were pretty, well dressed, and well bred, but they were strangers and nobody talked to them. "I'm going home," said Elsie. "No," replied Dorothy, "we must talk to each other as if we were having a good time." She bent close to Elsie's ear as if she were telling a secret. "One, two, three, four," she whispered. Elsie looked at her in utter astonishment. "Five, six, seven, eight," continued Dorothy, nodding her head sagely. Elsie got the idea. "Nine, ten, eleven," she confided back. This low-toned conversation went on right merrily till the two girls got to laughing at its absurdity and the one young man they knew came over to inquire what the joke was. They said it was nothing for his young ears and they all three laughed and started a real talk.

This story is told to you because you do not sufficiently exert yourself to do your share in attracting people. You are apt to stand or sit quietly in one spot and wait for others to come to entertain you. The strong, silent man makes a fine hero for the motion pictures, but in real life he needs to open and shut his mouth and let sounds emerge once in so often.

MEN MUST TALK

Key Number 2

HERE are directions for getting your own way through talking. The recipe can be applied to salesmanship, courting, or managing one's wife.

Never flatly contradict another person. When he makes a statement with which you disagree, consider whether or not it is worth while expressing your dissent. You will be surprised to find how frequently the matter is immaterial. If it is necessary for you to swing the other person to your point of view, begin by accepting the fact that there may be something in what he says and gradually work around to presenting your diametrically opposed opinion.

Make a pleasant remark first whenever it is necessary to make a critical one.

Look for admirable qualities in the persons you dislike, and mention them.

When you are angry, say something pleasant.

Praise people behind their backs. Your remarks will be repeated to them.

HELP YOURSELF!

Key Number 3

YOU are naturally a good listener, because you want to hear what the other person has to say and also because your range of interest is wide. Your difficulty may be that you are not sufficiently interested in yourself. Once you have learned to stand on your own feet and pursue your own quarry instead of merely admiring the other hunters, you will find that you draw people instead of just being drawn to them. People always want to know what is going on. The simplest stunt will attract the crowd. Tell one person about something that has amused or absorbed you and the others will wander your way.

One of your finest qualities is your genuine liking for people of all kinds and classes. Build on this trait by leading individuals on to tell you about themselves. Discover what each likes to discuss. One has a string of grievances with which you can sympathize. Another will relate the pleasant incidents which have happened. A third is absorbed in trifling details. Occasionally you find some one who enjoys abstract discussion.

MEN MUST TALK

Key Number 4

Do not call attention to your failings. Carl lost a promotion at the bank where he works because he had so often said he was a failure that the officials looking for a man to put higher up believed him. Eva's fiancé had never noticed how large her nose was until she told him that she was convinced he loved her truly, since he could stand her big nose. After that he always saw it large. Some folks talk about their failings in order to be contradicted, but it is a very tiresome habit. It is dangerous, too, for others take you at your own valuation.

You are likely to fall into this mistake, for your thoughts are given to circling around yourself and at the same time you undervalue yourself. The prescription for you is to establish the habit of jerking your thoughts off your own affairs and putting them on the other person's joys and griefs. "Now tell me about yourself," is a phrase that falls pleasantly upon the ear and can be varied in a hundred ways.

HELP YOURSELF!

Key Number 5

YOU are not really looking for advice on talking, because talking comes easy to you. You expected to be told that you should read up on Chinese methods of taxation in order to scintillate, and you privately thought that nothing like that would go in your crowd. But, as a matter of fact, we do not advise you to go in for artificial highbrowism. It would spoil the spontaneity that brings you so much attention. Your only difficulty may be that at home, where people can't get away from you, you are not appreciated as you are abroad. Don't talk to people who want to sit and think.

You should be a good letter-writer. You can bring much pleasure into many lives if you exercise this talent, and you will probably enjoy doing it if you really take up letter-writing as a side line. You are of the type that writes to papers. Letter-writing will teach you to arrange your thoughts logically and express yourself concisely, and this will improve your conversation, although it does not need improving.

MEN MUST TALK

Key Number 12

THERE are two kinds of conversation. The first is the interchange of ideas. It is an intellectual process. You have little difficulty with this kind, for you are an individual with opinions of your own. Your only danger is that in your concentration on your own opinions you pay too little attention to the other person's point of view. Conversation is not a debate but an exchange of ideas. One can learn as well as teach.

The second kind of conversation is what is called "light conversation." Many highly educated persons have difficulty with this, because they do not realize that it is an entirely different brand. Light conversation is the expression of kindly emotions. Greetings, inquiries about health, the expression of kind wishes, congratulations, and the like come under this head. In cases it is not necessary to have any particular mental reaction, but it is essential to have a kindly feeling. Do not disdain the small coin of conversation, like comments on the weather, inquiries after the other person's health and his family. Be patient in listening to that in which you have no interest.

HELP YOURSELF!

Key Number 13

YOU have intuitive understanding of others and deep interest in their joys and troubles. You have forgotten more than most people ever learn, and you have a kindly temperament. Why, then, do you sit pleasantly silent so often while others carry the burden of conversation? You would do it so much more easily than others if you would only do it at all. If you are a married man, your wife has often pointed this out to you.

A man like you is the despair of a conscientious hostess. She moves him about at a party like a chessman on a board, hoping to find some position in which he will wake up and take care of himself. At a dinner party she puts such a man beside a talkative woman and apologizes to the woman beforehand, mentioning the man's kind heart. A silent tongue is sometimes caused by stupidity or resentment or snobbishness. You have none of these qualities. Can it be that you are too lazy to exert yourself? You can tell your hostess that you are having a good time, as if that were all that matters. Are you making others have a good time, too?

Key Number 14

JAMES is a tongue coward. Like many shy individuals, he thinks of such witty remarks to make—after the conversation is over and the company gone home. "I ought to have said this," and, "Why didn't I think of a good come-back!" he regrets, and he wishes he had a best girl in Zululand so he could converse by cable. He would be all right at repartee, he reflects, if you would only give him more time to think up replies. He doesn't run up to the net. He stays at the back line and lets some one else return the ball, or else lets it bounce high over his head.

Your answers indicate that you are first cousin to the aforesaid James. The cat has run away with your tongue. Your trouble lies in overestimating the importance of the spoken word. You want every remark to be worthy of being carried by radio to a million waiting ears. You would like a stream of epigrams, wise cracks, stories, and information to pour from your lips. Since you can't be a mighty river of talk, you will not be a trickle even. Oh, tut, tut! Make your little offering of hesitating words when a conversation is demanded. Get into the game. Review at night what you have said—not what you did not say. Do not mind if you are clumsy at first.

HELP YOURSELF!

Key Number 15

YOU are an excellent talker with congenial people. All you need to do is to learn to talk to those whose interests are not at all like your own. You should not be frightened off when some one introduces a topic you know nothing about. You ought to be able to enjoy the conversation of any one—even a professor! You are quick to see that a person is bored or that the topic of conversation distresses him, but your only remedy is to leave him alone. That is why only ninety per cent of the people you meet like you.

Work on the other ten per cent. The next time you meet a "hopeless specimen," find out why in the world he cares enough about himself to want to keep on living. Keep at him till you discover something interesting in him. Even the most exasperating cigar-lighter will strike a spark in the end.

If you want to get down to the root of the matter, the reason you have hitherto been unsuccessful with the ten per cent may be that you don't like them! Why? For no intelligent reason, but perhaps because one of them looks like an uncle you detest or belongs to an inferior social class or a disdained race or simply appears uninteresting. You have unconsciously narrowed your sphere of friendliness by neglecting to dig below the surface and find the real person. Sometimes your work is a total loss; another time you will turn up something rather good.

MEN MUST TALK

Key Number 23

YOU were taught that a child should be seen and not heard. All right, but you are no longer a child; yet you continue to let the other fellow do the hard talking-work in general conversation. You seldom make a contribution except when some subject is mentioned in which you are vitally interested, and then aren't you inclined to lay down the law?

Practise talking first, and perhaps through the whole conversation, on subjects in which the other fellow is interested. Make your own interests entirely secondary. If you do mention matters which concern you, in answering his questions, tell of pleasant things which have happened to you—but not in a boasting spirit. Try not to speak of disasters and disappointments at all, but if you do, express sympathy if they concern him and dismiss them rather briefly if they concern you. The Japanese always smile when they refer to personal bereavement or disaster, to lessen the sadness. You will impress your listener as a brilliant and scintillating person if you talk with him and not at him.

Key Number 24

CAN you make people purr—or only cats? Here are suggestions for making people like you:

1 Make it a rule to utter one pleasant remark every day. The second week increase it to two. Finally you will hear your tongue twisting in kindly curves without your conscious intervention.

2 Offset every criticism by two admiring comments.

3 Look for admirable qualities in people you dislike.

4 When you are annoyed, say something pleasant first.

5 Introduce every necessary criticism of children or employees with preliminary commendation.

6 Practise until you can speak without embarrassment of good looks, pretty clothes, fine character traits.

7 Cultivate the habit of saying aloud the kind thoughts which come into your mind concerning other people, at the same time that you stop critical thoughts before they slide off your tongue.

MEN MUST TALK

Key Number 25

It takes two people to make conversation. Be sure that the person at the receiving end wants to hear what you have to say. Only when you are speaking over the radio can he shut you off without endangering the peace of your social relations, so it is up to you to watch him and find out whether or not he wants to do something besides listen to you.

On the other hand, you may sometimes say too little instead of too much.

You should teach your tongue to speak cordially:

1 When you enter the breakfast-room, say, "Good morning," to those members of the family with whom you have not already been quarreling about turns in the bathroom. Daily greetings should begin at home. The family will get used to it.

2 On the street, on the train, in the street cars, greet every person you know. Conquer the temptation to pretend you didn't see this one or that. You commit yourself to nothing, even if you add a remark about the weather.

3 If you meet the boss at your place of business, say clearly and distinctly, "Good morning, Mr. So-and-so." He is not averse to being politely treated.

You are so good about doing your share of the entertaining and helping to keep things lively that a little improvement in your technique would probably double your invitations.

HELP YOURSELF!

Key Number 34

HAVE you ever stopped to think that your conversation is wound up inside you like a spool of thread? All the person who is talking with you has to do is to find the end, and out it reels in smooth, unbroken line. But maybe you are like those spools of thread that seem to have no end at all. We turn them round and round, searching for the end, and finally we give up and cut the thread. After we have reeled out a few inches, there is a hitch and the thread stops unreeling. We try again, and strike another snarl, and finally give up the job in disgust.

Learn to unwind yourself. Take the initiative. One talks best on subjects concerning which one has some information, although some people have not yet learned this simple truth. Do you realize that when you have the courage to introduce a topic yourself, you introduce one on which you have something to say? If this is very hard for you, clip newspaper items and carry them around in your pocket. Produce one when a pause reaches the painful stage. This practice is only for beginners; it can be carried so far as to be tiresome. After a while you should be able to remember the subject without a clipping and begin, like Mr. Dooley, with, "I saw by the morning paper."

MEN MUST TALK

Key Number 35

YOU are a good talker. You like all kinds of folks, have many enthusiasms, have acquired wide information, and can tell a good story. Your only possible danger is that you have so many stimulating ideas popping into your head that you may not hear the occasional pop of another person's ideas. You make a party go, but you do not always send a quiet mouse home to his hole glowing with the feeling that he is a devil of a fellow who has been appreciated at last.

Try occasionally to coax the mice out by silence—appreciative silence. Put little bits of cheese about to lure him; in other words, if you happen to know that he once had a funny experience in connection with a barber's pole, turn the conversation to barbers' poles. You are skilful enough to do it without having your dark designs suspected.

HELP YOURSELF!

Key Number 45

HAVE you ever read Edwin Arlington Robinson's poem about the perfect Richard Cory who was "always *human* when he talked"? Naturalness is the talker's greatest charm. His slips of grammar, his mispronunciations, even his tactlessness may pass unnoticed, but his self-conscious desire to be correct will congeal him into a cake of ice that separates him hopelessly from the rest of the company. Nowadays people want to be amused above everything. Passive care to do nothing wrong will get you nowhere, not even if you are second cousin to Lord Snigsworth. You must be actively entertaining, warming the company with the glow of your friendliness or actively interesting them with your new ideas.

You have a good out-turning personality. Make the most of yourself by letting your personality go out and play without hampering restrictions. It is a nice personality and need not be muzzled. If you care to know about slight faults which you may fall into unless you take care, they are a danger of stepping on people's prejudices and unnecessary limitation of the kind and number of people toward whom you may have feelings of warm friendliness.

MEN MUST TALK

Key Number 123

YOUR answers show that you are an individual of rare social potentialities which you have not yet fully developed. You are a bit stiff in the tongue. The next time you are letting others do all the talking at a party, pick out that tiresome wallflower who is always present and give him or her a good time. The wallflower will let the whole burden rest on your shoulders (that is why she is a wallflower), and you will be ashamed to remember that you have sometimes done the same dastardly deed to others! It is not as punishment, however, that you are to liven up the evening for her, but because, since you will have no help at all, you will have to exert yourself tremendously. Moreover, you will not be self-conscious if you do the job rather badly.

Stick to wallflowers till you are fairly expert, but vary the individual lest one of them set her affections on you and miss you when you turn to more popular girls. For as soon as you feel that you are getting adept, you may treat yourself to the give and take of conversation instead of confining yourself to the take-and-not-give individuals. You have the qualities that make for social popularity. Go to it and use them.

HELP YOURSELF!

Key Number 124

READY greetings make a man popular. Those naturally genial people who seem to have been born adjusted to the world, find nothing easier than to greet every one with a pleasant remark, but some of us still want to hide behind Mother's skirts when we see any one coming who will expect us to say even as little as "day-day" to him. We figuratively put our thumbs in our mouths and refuse to shake hands.

If you want to be liked, don't let people know you are not glad to see them. The first step in making people like you is to like them. Your heart may not go out enthusiastically to every acquaintance you meet on the street, but at least you need not give the impression that you wish he were off the face of the earth. Curiously enough, you will find yourself liking more people if you take trouble to speak cordially to them. "Make the gesture and the feeling will follow," is a rule worth trying out. Nothing in the world will make people like you enthusiastically more than your liking them.

You owe a friendly greeting to every associate. Shy persons find this such a hard debt to pay that you might think each "good morning" they uttered cost them a day's wages.

MEN MUST TALK

Key Number 125

NEVER make people feel that they are inferior to you. A clever young woman who has made her way in politics has a pleasant way of ending her statements with, "Don't you think so?" even though the matter discussed is her own specialty, about which her listeners may know very little. If the other person says he does not agree, she listens to his opinion with the greatest attention. She says that often she learns something. If she learns nothing at all, but hears only bigotry and ignorance, she says, "I shall consider what you have said, with the greatest care." She always thanks people for telling her her faults and eats up criticism as if it were honey. She confides that she has learned her technique from men, by watching famous vote-getters. She thinks it would be great if every individual in the country acted as if he needed to be returned to the senate by a big majority.

Can you argue on prohibition without getting angry? This is a test of self-restraint, because most people feel very strongly on one side or the other. If you cannot, argue on the other side for practice. You already have certain qualities that are the basis for good talking—the desire to be entertaining, a sensitive appreciation of what the other person is feeling, and lack of self-consciousness. All you need is to widen your range so that you can see the mountain and the valley at the same time.

HELP YOURSELF!

Key Number 134

MEN and women of temperament are likely to find conversation difficult because they take it too seriously. The following suggestions apply especially to slow talkers but are worthy of consideration by every one:

1 Do not stop to inspect every idea that comes into your mind during a conversation. If you do, the train will have pulled out of the station before you are aboard.

2 Do not stop to hunt for the right word or to think of grammar.

3 Your problem is to get your idea into the conversation while the talk is on that subject.

4 When you begin a sentence, finish it whether any one is listening or not. You need to accustom yourself to uttering whole sentences.

5 Keep your voice up to the end; do not begin bravely and trail off.

A shy young man who gets on with girls fairly well when they meet face to face, had difficulty in talking with them over the telephone until he worked out a system of repeating the last remark of the girl. His half of the conversation runs something like this: . . . "So you are going to the theater to-night." . . . "You like to go to the theater." . . . "You like musical comedy." . . . "Yes, it does cheer one up," etc. He admits that his contribution is not brilliantly original, but he protests that it keeps the girl talking and leaves her feeling happy when she hangs up the receiver.

MEN MUST TALK

Key Number 135

Now, you are the perfect talker. You make the other person feel at home, you really want to know what he has to say, you notice whether or not he wants to hear what you have to say, and you talk without wondering whether you are forgetting the broad "a" or using the verb "to be" with an object—or whether your hair needs brushing.

Moreover, you have a sense of social responsibility and feel that it is up to you to give everybody a good time. If you are a man, this is the more remarkable, for women have been trained to amuse the animals, while men who dance to make the baby laugh do so only out of the goodness of their kind hearts.

If you have any conversational faults at all, you will have to find them, yourself, for they are not shown by your answers.

HELP YOURSELF!

Key Number 145

YOUR answers indicate that you have a sense of social responsibility but that you often find it difficult to hold up your end of the conversation. These suggestions are for such individuals. Before you go to a party, make a list with paper and pencil of the subjects on which you have some information. Sample topics are as follows (although it is most important that each person make out his own list) :

1 Dogs; oil-furnaces; the younger generation; stories about well-known people.

2 If you want to know what people are interested in, look over the subjects written up in the magazines they read. Editors are specialists in current interests.

3 Remember that it is not essential to make your introduction of a subject hitch definitely to the conversation. If people like the topic you introduce, they will not notice whether or not it has much to do with what they have been talking about. If you have your topics ready, you will find plenty of opportunity to introduce them. It is always timely to ask, "Did you see that article about —— in —— Magazine?"

It's easy once you get the habit.

Key Number 234

SIMULATE cheerfulness until it becomes natural. All you need to do is to get into the frame of mind when you are really eager to make other people happy. Here are some suggestions:

Think over any recent conversations you have had and ask yourself the following questions:

- 1 Did you refer to any unpleasant topic?
- 2 Did you refer to any pleasant topic?
- 3 Did the person you talked with commiserate with you?
- 4 Did you think he felt happier for seeing you?
- 5 Did you say anything calculated to make him feel pleased with himself?
- 6 Do you think he will be glad to see you coming next time?

Pretend an interest in other people's pleasures. Don't think that weeping with those that weep covers the entire field of altruism.

Practise dissimulation in relating your experiences. Say you had a good time, and describe the joys of the expedition, omitting all mention of the mosquitoes.

HELP YOURSELF!

Key Number 235

YOU talk often and well. You are the delight of a hostess when a dinner threatens to be heavy. You are the life of the party. Now that we have recognized your fine points, may we slip in here warnings which are for all talkers and not for you alone?

Think over some conversation you have had to-day and ask yourself:

- 1 Was the other person really interested?
- 2 Were you trying to show off?
- 3 Did the other person get away as soon as you let him?
- 4 Were you talking for pleasure, or from conscientious motives, and if the latter, did the effort show?
- 5 Did you encourage the others to talk also?
- 6 Are you an intelligent listener?

A high-strung person when tired sometimes talks too much from pure nervousness. The latch slips off her tongue—for it is frequently a woman who commits this error. Fatigue has an alcoholic effect on her, and she rattles on and on and on, saying nothing interminably. Such a person should be taken firmly by the arm and led off to bed. She is suffering even more than her listeners.

Key Number 245

It is easier to criticize than to praise. When Aunt Louise speaks to her cat she says: "Beautiful pussie! Such a nice pussie! Caught a great big mouse for Aunt Louise." Pussie arches her back and purrs. When Aunt Louise speaks to her nephew Eddie, she says, "Haven't I told you a hundred times to wipe your feet when you come into the house? and here you go tracking mud all over the floor!" Eddie sulks. When he does remember, she makes no comment. She flatters the cat shockingly, but her praise for Eddie is all behind his back.

Do you often express admiration to people's faces? It is surprising how pleased even the most absorbed scientist will be if you speak to him as Aunt Louise speaks to her pussie—or along similar lines.

Here is another point you may find useful: Do not be an Ancient Mariner. Do not detain a wedding-guest with a painful tale of your troubles unless he shows intense interest in them and asks for more. It is sad but true that the cheerful talker who doesn't need companionship is the one who gets it.

HELP YOURSELF!

Key Number 345

YOU are a good talker with your own kind, but reserve keeps you from doing your best in a casual conversation. If you would think less about the impression you are making on others and more about the impression they are making on you, you would find things easier. Let the other person entertain you once in a while. He will enjoy himself if he thinks he is giving you a good time. Do you know much about your friends? Can you tell the political affiliations of each? Do you know how they feel on various topics of the day?

You probably fit well into your own group but may feel at sea when you are with people of a different sort. Practise talking with strangers. Better yet, make them talk. Do the quiet members of your family depend on you to do the talking for them? If so, you have not done your duty by them. You are like the mother whose daughter never learns housework because the mother finds it easier to do it herself than to teach the child. If you undertake to teach any one to take part in general conversation, you will find indirect methods more efficient than nagging. Inspiring but not inquisitive questions are the best bait.

MEN MUST TALK

Key Number 1234

TAKE part in the party.

1 Look for a stranger and speak to him or her without an introduction.

2 Can you see any one who looks as miserable as you feel? Put that person at ease. Get your hostess to introduce you if you think that necessary; or speak about the weather without any introduction.

3 Help your host or hostess pass refreshments.

4 Get somebody a chair.

5 Remember that old ladies adore attention.

6 Take charge of the radio. If you don't know how, watch the man who is doing it and learn how.

7 Take part in whatever game is going on, like charades, ask-me-another, or cards, even though you hate it like poison.

You may be miserable following these directions, but not half so miserable as if you should stand in a corner hating the people who are enjoying themselves. Do not expect others to carry you.

HELP YOURSELF!

Key Number 1235

OF course you are full of faults, but since people like you in spite of them, or because of them, it seems a pity to try to change you. You have a way of giving your opinion unasked and unqualified. You sometimes do more than your share of the talking, and you simply love to be admired. But there! Everybody loves to have you round (for one evening, anyway) and you are warm-hearted, kindly, and magnetic. Your interests are varied, and if any one else does get a word in edgewise you listen to it. And you do take pains not to hurt people's feelings. In fact, you're such a dear that we needn't bother about your faults.

Still, if you want to be absolute, complete perfection, add to your ability to talk the ability to make others shine conversationally. It is called "drawing them out." Every individual is familiar with at least one topic, though some persons conceal their knowledge about leather or music or Manx cats as if it were a conspiracy against the Government. Try nosing out the matter that some shy creature can talk about intelligently. You will have to go at it indirectly, so as not to terrify the poor dear. After he is started, hand him his cues and give him his applause. You will find it a delicious sport.

MEN MUST TALK

Key Number 1245

You appear to have the unfortunate combination of a longing for affection and a fear that other people do not admire you as much as you wish. You feel you talk too much sometimes but shut up like a clam at other times. Here are directions how to spread your conversation after you have acquired the cordial "good morning" habit.

1 When you first meet the family in the morning, add something pleasant in addition to "good morning" if you can think of it, but don't force gaiety.

2 When you meet your neighbors on the street, add a remark to the regulation greeting. This will become easier with practice.

3 Ask your fellow-employees about their families, recreations, and whatever you know interests them.

4 Speak to people who come in during the day. A smile may be all that is necessary, but a complete sentence is better.

5 Give the impression that each person is an individual to you and not simply a customer.

HELP YOURSELF!

Key Number 1345

To tell you not to be self-conscious is like telling you to pose for your photograph with a pleasant, natural expression. And so we shall have to tell you to learn to be such an artist that no one will see that you are self-conscious! As a matter of fact, though, you are not so self-conscious as you think you are, for your real interest in the other person absorbs you for long spaces.

You have tact by nature; that is, you instinctively notice whether the subject of conversation bores your listener or makes him feel unhappy. You take a genuine interest in him and want to know what he is really like and why he can't stand sugar in his coffee. Moreover, you have learned to do your part in the talking and "turn hand-springs for the lady" when she asks you to. In short, you are an ideal guest. It is only your own reaction to yourself that you need worry about. Try to give yourself a really good time, and never, never scold yourself for your shortcomings.

Key Number 2345

JONES is a commuter who takes himself seriously. Life is so real and earnest to Jones that he is afraid to waste one precious minute. Each night, when he descends at his rural station with a group of his neighbors, he improves the no longer shining hour by introducing a profound topic like politics, fundamentalism, or even free will. There is no escape for his neighbors, for their route is identical for a quarter of a mile, so they try to switch Jones to a lighter topic by inquiring about his garden. Jones answers perfunctorily, and leaps back to Life and its Problems. The commuters greet his remarks with silence. Encouraged, Jones hands out some more profound wisdom. He thinks that he has awakened them from their sluggishness, stimulated them to inspiring thought. He has. They are wondering whether or not it would be safe to duck Jones in the pond.

If you are like Jones, relax your mental muscles. Watch other people when you talk. If they show no signs of interest, pause, and see if they will introduce another topic of conversation. Don't be a conscientious uplifter.

HELP YOURSELF!

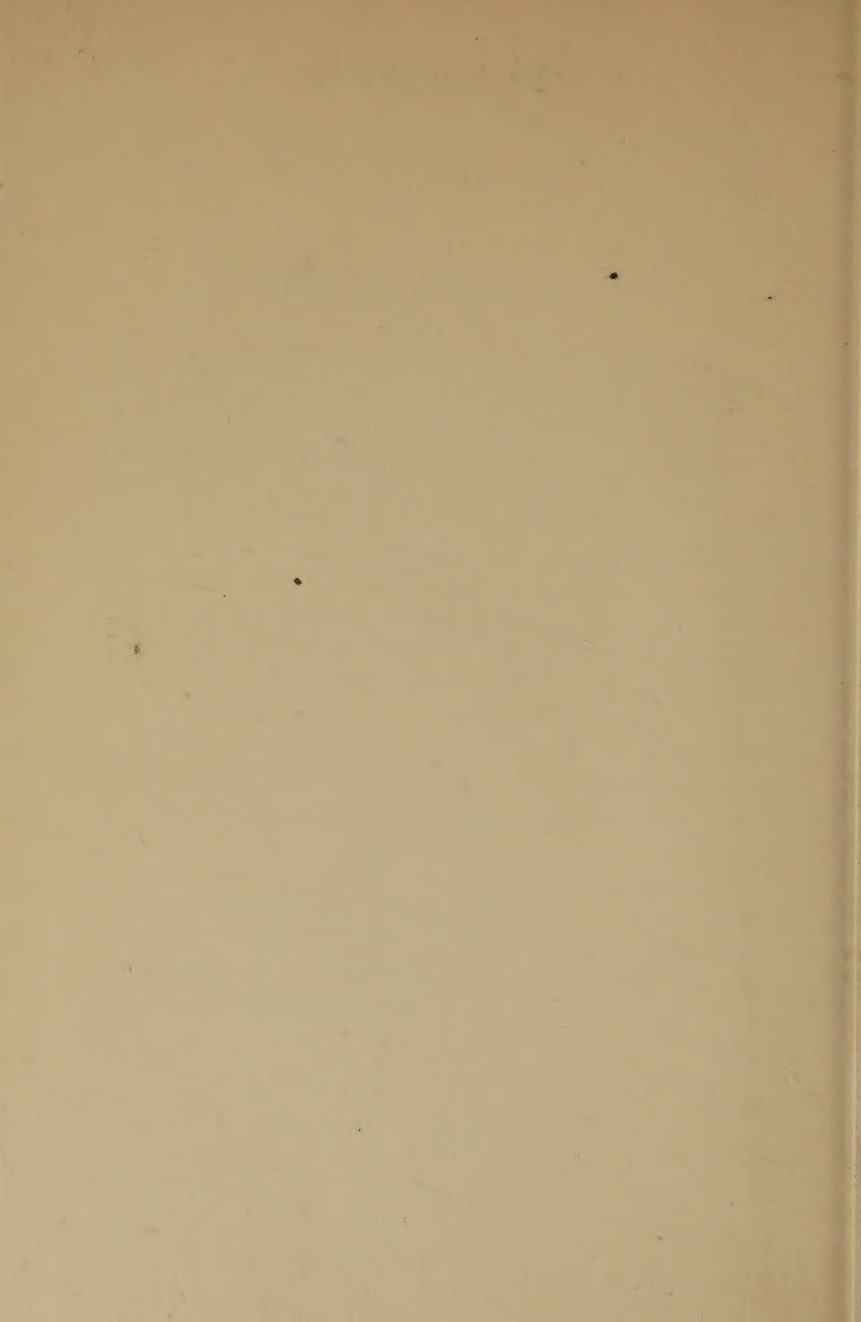
Key Number 12345

IN your conversation dwell on the pleasant aspects of life. If this does not hit you, pass it on to a real crêpe-hanger. To some extent it applies to every one. Three girls from an office were talking over their lunch. Two of them had just returned from their vacations. The first had had a horrid time. It had rained, the walking had been muddy, and the people had been unfriendly and too self-centered to notice a lonely stranger. The second girl was sympathetic and rather loath to tell of her own experiences, but when pressed she admitted that she had had a wonderful time. There had been a full moon. She didn't mention rain or the initial loneliness.

"Nothing unpleasant ever happens to you," gloomed the girl who had omitted the moon and fair intervals.

"No," corrected the third girl; "she has her bad times, but she doesn't pass them on."

Some people dwell on disagreeable experiences to draw out sympathy. Others take satisfaction in making the hearers equally unhappy! Since people object to being made unhappy, they avoid the unfortunate glooms and seek cheerful companions.



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